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.S. RADIO



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195
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K '59—I
e Better Than
siness Trends
page 25

K '59—II
Predictions:
'58 Advertisers
page 27

STIONS
or Agencies
lio Management
page 34

RCIALS '59
sic and Humor
rder Sell
page 40



ip Halperin
nel Chain Saws
res Sales Success
In First Radio Try



Official U.S. Navy Photo

any time is ***listening*** *time...*
and ***radio*** *goes everywhere!*

When the USS Nautilus cruises at periscope level, the crew gets the latest news and entertainment from home via atomic-powered RADIO. And Radio keeps everyone at home company, too—delivering news, entertainment, and your selling message to millions of ears each day. Advertiser after advertiser has proved that Spot Radio saturates markets profitably, economically and quickly.

Radio Division
EDWARD PETRY & CO., INC.
The Original Station Representative

New York • Chicago • Atlanta • Boston • Dallas • Detroit • Los Angeles • San Francisco • St. Louis

ALL-CANADA RADIO and TELEVISION LIMITED

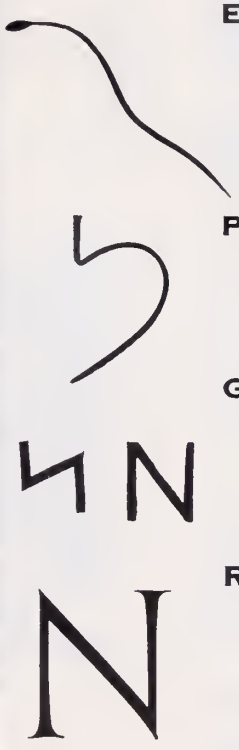
representing Canada's leading Radio & Television Stations

Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

as basic as the alphabet





EGYPTIAN

Since its appearance in the Garden of Eden, the serpent has been an important symbol in the writings and legends of mankind. To the Egyptians, this snake-figure signified **cobra**.

PHOENICIAN

Great fishermen as well as sailors, the men of Tyre varied the twisting form of the Egyptian ward-sign and made it their letter **nun** (fish).

GREEK

Changing as it passed from one ancient region to another, the **nun** found its way across the Mediterranean to Greece. There, it became the Athenians' letter **nu**.

ROMAN

From Greek colonies in Italy, Etruscan merchants brought the letter to Rome where stone masons eventually shaped it in the form we know as **N**.

Historical data by
Dr. Donald J. Lloyd,
Wayne State University

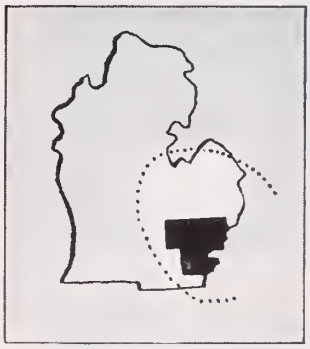
New or long-established, every product deserves the powerful sales-thrust provided by WWJ. Dealers welcome WWJ-advertised brands because they know the station moves merchandise. Listeners prefer WWJ because it gives them the best of modern radio service.

Now is the time to line up Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—to be represented in the exclusive WWJ "radio-vision" studios at Northland and Eastland Shopping Centers. Buy WWJ — it's the **basic** thing to do!

WWJ AM and FM **RADIO**

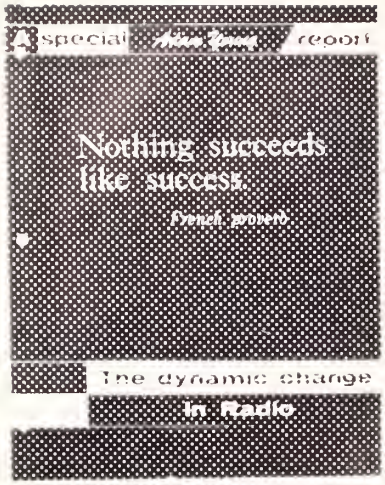
Detroit's Basic Radio Station

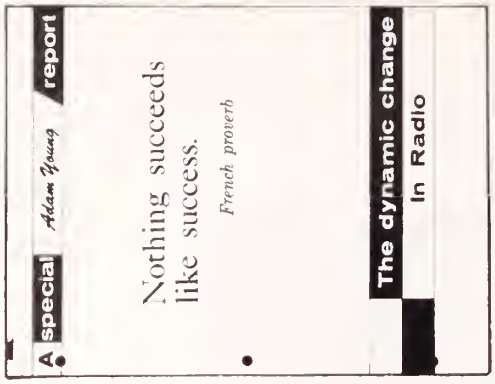
Owned and operated by **The Detroit News**
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.



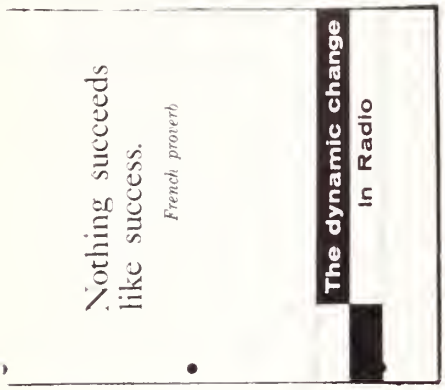
Note how WWJ hits the target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

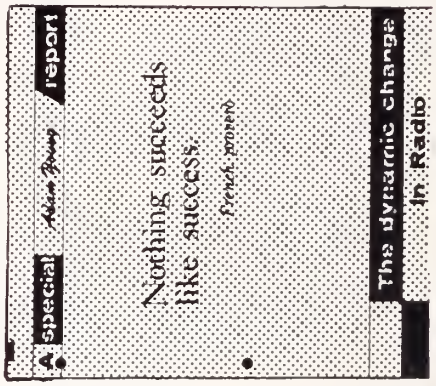




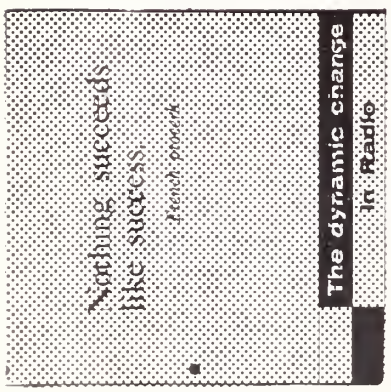






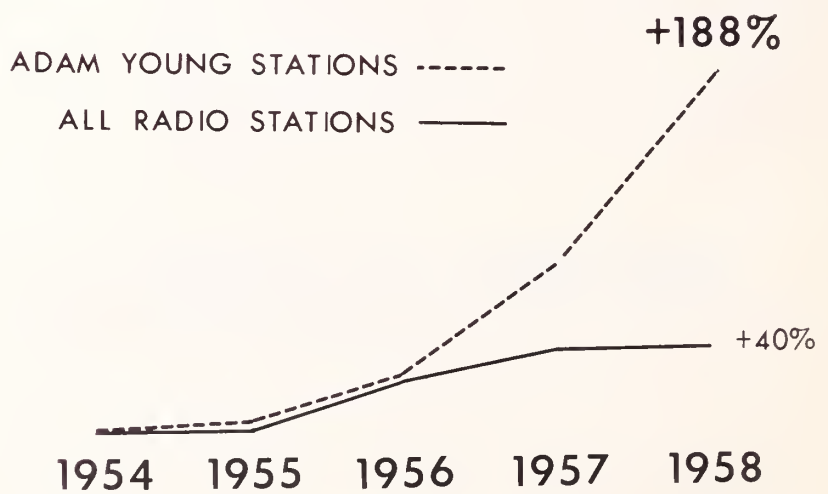






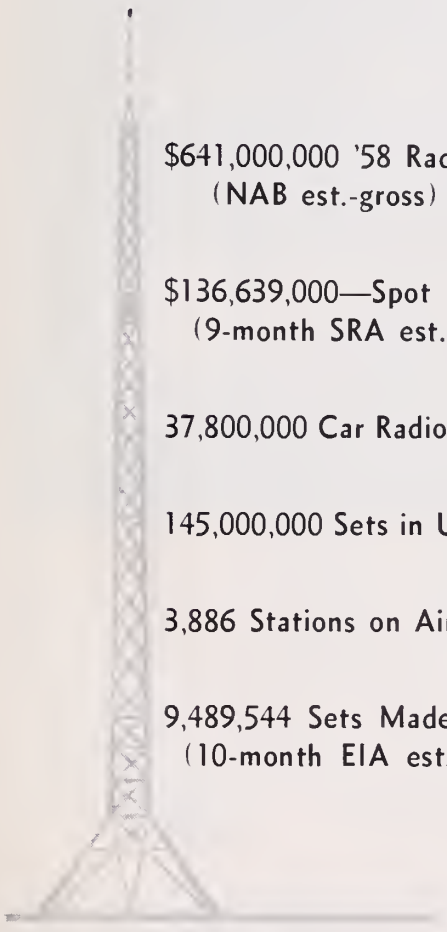
Growth of National Spot Business

(1954=index)





Radio's Barometer



$641,000,000 '58 Radio (NAB est.-gross)

$136,639,000—Spot '58 (9-month SRA est.)

37,800,000 Car Radios

145,000,000 Sets in Use

3,886 Stations on Air

9,489,544 Sets Made (10-month EIA est.)

Spot: Gross time sales for spot radio reported by Station Representatives Association for the first nine months of 1958 are estimated to be four percent above the same period in 1957—$136,639,000 compared with $131,397,000. For the third quarter, however, SRA estimates that spot declined from $44,629,000 in 1957 to $43,085,000 in the 1958 period. Total 1958 figures will not be known for several weeks (in 1957, spot totalled $169,511,000 as currently revised by the FCC).

Network: CBS Radio, NBC Radio and ABC Radio have reported new billings for varying periods. John Karol, vice president in charge of CBS Radio sales, reports $4,136,000 in net billings for a 30-day period. NBC Radio business for a three-week period had $1,723,000 in net billings, according to William K. McDaniel, vice president for sales. And $1.9 million in new and renewed business for the first two weeks of December have been reported by John White, ABC Radio director of national sales. (See *Report from Networks*, p. 59.)

Local: In the period between February 1 and December 15, KXOA Sacramento, Calif., showed a 21 percent increase in business over the same 1957 period, the station reports. Both local and national business, KXOA says, shared in the increase.

Stations: An increase of 17 am and fm stations was registered in December over the prior month. The new total is 3,886 (3,315 am and 571 fm). The number of am stations increased by eight and the number of fm outlets by nine.

	Commercial AM	*Commercial FM*
Stations on the air	3,315	571
Applications pending	456	34
Under construction	108	115

Sets: Total set production including car radios for October was 1,305,857 (for 10 months—9,489,544), according to Electronics Industries Association. Total auto radio production for October was 296,067 (for 10 months—2,679,618). Total radio set sales excluding car radios were 743,368 (for 10 months—5,617,044). Fm set production for October was 59,586 (July through October, 235,647). (See *Report on FM*, p. 60.) Transistor sales for October were 5,594,856 with a dollar value of $13,461,847 (for 10 months—36,072,133 with a dollar value of $83,692,052).

On Top with the NEWS

Eight full time editors, all newspaper or radio news veterans, prepare more than 85 news programs each week on **WTIC**. News Director is Tom Eaton, member of the Associated Press Radio and TV News Advisory Committee.

Eaton is in constant touch with a network of **WTIC** regional correspondents and assigns full time reporters to both City Hall and the State Capitol.

For availabilities in the finest radio news programs in the rich, rich southern New England market, contact Henry I. Christal Company.

WTIC

50,000 watts
Hartford, Connecticut



for buyers and sellers of radio advertising

U.S. RADIO

JANUARY - 1959 VOL. 3 - NO. 1

. . . IN THIS ISSUE . . .

Outlook '59 — Part I 25
Will It Be Better Than 1958? Analysis Of Business Trends for the Coming Months

Outlook '59 — Part II 27
Views and Predictions of Industry Leaders With Review of '58 Spot, Network Users

What Stations Want to Know 34
Station Management Asks Questions Directed Toward Agency Media Buyers

Success for a Radio Newcomer 36
Homelite Sells High-Priced Chain Saw In 13-Week, $75,000 Spot Campaign

Hard Sell With a Velvet Touch 40
Music Trend Will Continue in 1959, But With More Emphasis on the Sales Message

Way to a Food Shopper's Heart 44
Survey Explodes Theories That Women Rely Chiefly on Print, Shop Mostly at Week's End

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	61
BPA Memo	53	Report on Fm	60
Commercial Clinic	51	Report from Networks	59
Editorial	64	Report from RAB	56
Focus on Radio	46	Report from Representatives	57
Hometown U.S.A.	49	Silver Mike	20
Letters to Editor	22	Soundings	9
Names and Faces	63	Station Log	52
Radio Registers	54	Time Buys	10
Radio Research	62	Washington	17
Report from Agencies	58		

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U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Chicago, Ill.—161 E. Grand Ave. WHitehall 3-3686. Washington, D. C.—8037 Eastern Road, Silver Spring, Md. JUniper 8-7261. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, $3 a year, $5 for two years in U.S.A. U.S. Possessions and Canada $4 a year, $6 for two years. Please advise if you move and give old and new address.

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Accepted as controlled circulation publication at Baltimore, Maryland.

the beginning was

the radio buy...

then came the

merchandising!

A leading national advertiser with a special sales problem found Keystone the logical solution to the problem. They selected Keystone because, as they said "Our Keystone buy was like spot radio, in as much as we picked *exactly the markets* we wanted to pinpoint! And in addition, Keystone's STRENGTH IN MERCHANDISING tie-ins and in enlisting local dealer support served as a bonus to the buy." Yes, the beginning was the Radio Buy . . . and THEN CAME THE PLUS MERCHANDISING!

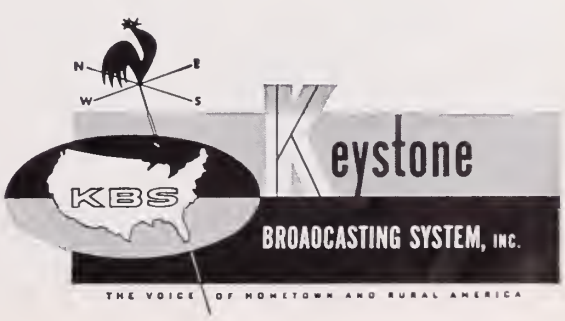
"*Money alone couldn't buy what we got in this campaign,* the advertiser said—*and as for results, we've seen definite evidence of a sales turn,*" he concluded.

Keystone's 1046 stations reach a spectacular 86% of the rich rural market!

Send for our new station list

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STate 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



WOR RADIO STUDY ADDS A NEW DIMENSION TO COST-PER-1000



Advertisers have always been aware of the shortcomings of buying radio on a strictly cost-per-1000 basis. Everyone realizes that the lowest cost-per-1000 does not necessarily produce the greatest sales results for the dollars invested. Why? WOR's new study "The New York Housewife" gives the first statistical evidence.

The study, nearly a year in the making, analyzes the housewife audience of 8 major New York radio stations. Although the housewife may listen to many stations, she is a loyal listener to some and not to others; she is more personally-interested in some; she is more receptive to some; she is more attentive to some and she relies on one more than another. The way she listens to a station is bound to affect her response to its advertising.

There's a big difference in the type of housewife listener each New York station delivers. For example, in comparison with a top-rated music/news independent,

WOR RADIO DELIVERS . . .

30% **MORE LOYAL LISTENERS**

54% **MORE PERSONALLY – INTERESTED LISTENERS**

41% **MORE RECEPTIVE LISTENERS**

78% **MORE ATTENTIVE LISTENERS**

PER 1000 HOUSEWIVES REACHED

WOR's study also sheds new light on the housewife's shopping habits . . .

- HOW MUCH SHE SPENDS AND WHEN SHE SHOPS
- HER EXPOSURE TO RADIO AND NEWSPAPER ADVERTISING PRIOR TO SHOPPING
- THE LENGTH OF TIME BETWEEN ADVERTISING EXPOSURE AND SHOPPING

. . . important information that demonstrates why advertisers should make radio their primary choice. Ask your WOR RADIO representative for your copy of "THE NEW YORK HOUSEWIFE" study.

WOR RADIO 710

fm 98.7

A Division of RKO *Teleradio Pictures, Inc.*

Serving more advertisers than any other station in New York

The SALESMAN makes a difference.....

and so does the STATION!



You can bet on it — a reputable, *believable* salesman will make less noise — *and make more sales* — than a carnival pitch man.

50,000-watt WHO Radio is the most believable, *effective* salesman in this State. Iowa has confidence in WHO because WHO has confidence in Iowa. We have proved our faith for decades — by building and maintaining the greatest Farm Department in Mid-America — the greatest News Department — a fine, professional Programming Department that does a *lot* more than play the "first 50".

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined — and BELIEVE what they hear!

Of course you are careful about the salesmen you hire. You of course want to be equally careful about your *radio* salesmen. Ask PGW for all the facts about Iowa's GREATEST radio station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

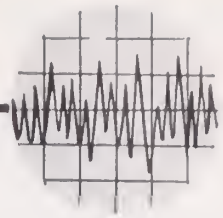
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

soundings



Strike-bound Straphangers Attuned to Radio

New York's newspaper strike hit the pre-Christmas shopper and advertiser alike—and both turned to radio to fill in the gaps in sales information created by cancelled print schedules. Among the national advertisers, Greyhound Corp. drove ahead with an accelerated radio campaign in the area. Local retailers and the entertainment business also stepped up their air time to accomplish advertising aims.

Cha-Cha Tempo to Top Commercials, JWT Foresees

Cha-cha is the rhythm for 1959, experts at J. Walter Thompson predict—and musical commercials will soon adopt the beat. Pointing up the extent to which agencies research the buying public, the forecast is based on a survey JWT conducted of the popular music field. The findings: Cha-chas will top record sales lists by mid-February. JWT will release a commercial in cha-cha tempo shortly after. (See *Hard Sell With Velvet Touch,* p. 40.)

Dollar Ranking of Spot Users Is Radio Milestone

Top spenders for spot radio that are identified by net dollar amounts in a "first ever" compilation of such figures by Radio Advertising Bureau scores a "beat" on two counts: First on spot radio *dollar* figures, and first in the broadcast field on the basis of *actual spending* by listed clients rather than gross figures calculated at high once-only rates. (See *Report from RAB,* p. 56.)

NAB's 1959 Convention Program Scheduled

How to provide the best in radio—technically, professionally, profitably—is the National Association of Broadcasters' format for the radio segment of its 1959 convention (March 15 through 18, Conrad Hilton Hotel, Chicago). Among subjects radio conferees will consider are programming, projecting the station image, standards of good practice, audience research, editorializing. J. Frank Jarman, WDNC Durham, as chairman of the radio board, will open the radio session. Robert W. Sarnoff, NBC board chairman, will receive the convention's keynote award.

Canada Dry Will Repeat 1958 Spot Radio Use

Canada Dry Corp. is expected to repeat this year its 1958 radio spending—an estimated $400,000, all in spot. The firm reports it is using times between 3 and 5 p.m. in 120 markets.

Radio Forces to Emphasize Client Ad Managers in 1959

One of the important developments in 1959 is expected to be a sales effort directed at client ad managers and executives as well as to agency personnel. Other new approaches to sales development efforts also are being planned for the new year. (See *Outlook '59 Parts I and II* beginning p. 25.)

Group Names Mitch Miller Radio 'Man of Year'

"We must not under-rate the taste and intuitive wisdom of the people," declares Mitch Miller, director of Columbia Records pop activities. In accepting the first "Man of the Year" award from the Better Music Broadcasters, he states, "An attentive and alert listener, which to you and your advertising clients means a successful and loyal listener, depends on a constant rotation of rich musical crops." Carl Schuele, president of Broadcast Times Sales, made the presentation.

time buys



American Tobacco Co.

Agency: *Batten, Barton, Durstine & Osborn Inc., New York*

Product: LUCKY STRIKE

This cigarette firm is renewing its spot radio time for 52 weeks in about 30 markets, starting this month. Hope Martinez is supervisor of timebuying.

American Tobacco Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: PALL MALL CIGARETTES

A national spot campaign across the country is ready to start January 19. The drive will consist of short flights with varying schedules depending on the market. Jack Canning is the timebuyer.

Bache & Co.

Agency: *Albert Frank-Guenther Law Inc., New York*

Today's Business, a five-minute program sponsored by this financial firm, may soon tap listening audiences in additional markets to the five currently hearing the Monday-through-Friday broadcast of stock market news. The program is at present on the air over one station each in New York, Philadelphia, Chicago, Cleveland and Scranton, Pa.; plans for expanding the schedule are in the works. Timebuyer is Larry Butner.

Best Foods Inc.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: H. O. QUICK OATS, H. O. INSTANT OATS

Starting January 5, both cereals will take off on a second flight of radio time, with five to six announcements a week for five to six weeks in selected markets — San Francisco, New York, Philadelphia and Boston for the Quick oats; Albany; Troy, Schenectady, N. Y.; New Haven, and Hartford, Conn., for both Quick and Instant. Bob Anderson is timebuyer.

Borden Food Products Co., Division of The Borden Co.

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: BORDEN'S INSTANT COFFEE

Starting January 12, it will be "coffee time" from 15 to 40 intervals a week on stations in 25 to 30 markets for this Borden product. The announcements are scheduled for 20 weeks with frequency determined by the market area. Bob Widholm and Stu Eckert are radio timebuyers for the account.

Carillon Importers Ltd.

Agency: *Gore Smith Greenland Inc., New York.*

Product: GRAND MARNIER LIQUEUR

Having taken its first quaff of fm radio time, the company is waiting to feel the effects before expanding its use of the medium. If preliminary indications of good consumer response to the initial advertising on New York's WBAI hold true, Carillon President Alexander Lesnor says, "It is possible this will be a prelude to our advertising approach in various sections of the country." The liquor import firm chose to use fm in a one-station test during December to reach what it terms the "adult and mature audience" of the medium. Commercials included a series of one-minute spots delivered by a woman, plus those given by George Hamilton Combs during his 15-minute newscasts sponsored by Carillon on Wednesday and Friday evenings. Murray Platte is timebuyer.

Changing Times—The Kiplinger Magazine

Agency: *Albert Frank-Guenther Law Inc., New York*

Three network buys and a spot schedule in 50 major markets are on the books for this publication, which offers "money-making, money-saving tips." The magazine has renewed its 15-minute news-type program for 13 weeks over ABC, NBC and CBS networks, utilizing weekend times. The spot buys, running for as long as 52 weeks, are on a frequency of from one to four quarter-hour programs per weekend. Larry Butner is timebuyer.

Commercial Solvents Corp.

Agency: *Fuller & Smith & Ross Inc., New York.*

Product: HI-D AMMONIUM SULPHATE FERTILIZER

Farm radio in 30 selected markets ranging from the Chicago area to Louisiana will be used by this firm in a specialized campaign to be launched in mid-February. Announcements will be transcribed minutes. Timebuyer is Bernie Rassmussen.

Esso Standard Oil Co.

Agency: *McCann-Erickson Inc., New York*

A 52-week renewal of its well-known five-minute newscasts has been okayed by the company for stations in the 18 East Coast states comprising the market area. Announcements include an open and close with a minute commercial in between, advertising a variety of Esso products depending on the market and season. The Monday-through-Friday broadcasts are on the air in the morning or late afternoon and early evening peak listening hours, varying with local station schedules. Timebuyer is Dick Brannigan.

Garrett & Co.

Agency: *MacManus, John & Adams Inc., New York*

Product: VIRGINIA DARE WINES

A 13-week series starts January 15

(Cont'd on p. 12)

for detroit time buys

CKLW appoints EASTMAN

WHAT A MARKET! Detroit . . . 5th in the nation

WHAT A FACILITY! 50,000 watts on 800kc

CKLW

WHAT SELLING PERSONALITIES! Toby David, Myrtle Labbitt, Mary Morgan, Bud Davies, Eddie Chase, Ron Knowles

WHAT RATINGS! Check the September-October PULSE

. . . AND WHAT LOW COST!
Listen to your East/man for great bargains.



robert e. eastman & co., inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg
San Francisco, Cal.
YUkon 2-9760

CK IS THE BEST WAY TO SELL THE SURGING DETROIT MARKET!

(Cont'd from p. 10)

in about four markets on an average of four stations per market. The one-minute commercials will be concentrated "in the latter part of the week" with an average of 15 on each station. Henry Halpern is agency media and research director, Ruth Prigozy is timebuyer for this account.

Greyhound Corp.

Agency: *Grey Advertising Inc., New York*

Two of the transportation company's seven geographic divisions are taking the radio route in a spot campaign running for the next three months. The central division is on the air in approximately 15 Midwest cities for about 14 weeks, starting the end of December. The southeastern division is using radio in six markets for about 12 weeks. Agency media manager for the account is Joan Rutman.

G. Krueger Brewing Co.

Agency: *Grey Advertising Inc., New York*

Product: AMBASSADOR BEER

The company that reportedly puts "more beer in your beer" is reportedly putting "more radio in radio" in New Jersey this year. Approximately the same schedule of stations as in 1958, primarily in the Garden State, will be used for a 44-week schedule that U.S. RADIO estimates will almost double the frequency of Ambassador's previous air time—in some instances increasing to 100 announcements a week. Jack Cummings is agency media buyer on the account.

National Biscuit Co.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: PAL DOG DINNER

In adding a new course to its product menu, National Biscuit chose radio as the medium to introduce this dog food in 11 principal market areas. A three-week schedule of minutes (20 to 40 a week) on 40 stations principally in the New England, Middle Atlantic and Far West states was used. Dog Dinner replaces Tiny Bits in the company pet food line. Lucy Kerwin is timebuyer for the account.

Parsons' Ammonia Co.

Agency: *Hedrick & Johnson Co., New York*

Product: PARSONS' AMMONIA

The housewife with spring cleaning ambitions is the listener this company has in mind in determining its next advertising campaign, due to start in March or April. Parsons recently completed its fall aerial schedule for short flights (six, eight and 10 weeks) of 15 to 35 one-minute announcements a week on one or two stations in each of 30 market areas across the country. Established in 1876 and reputedly the "biggest seller nationally" in the field, Parsons is the original "sudsy" household ammonia. About 90 percent of the company's advertising budget goes to radio, the agency says. Stanton Hedrick is in charge of the account.

Reynolds Tobacco Co.

Agency: *William Esty Co., New York*

The makers of Camel's, Winston's, Salem's and other tobacco products are reported to be renewing their radio schedules on a 52-week spot basis nationally on "about" the same scale as last year.

Standard Brands Inc.

Agency: *J. Walter Thompson Co., New York*

Product: FLEISCHMANN'S YEAST

Continuing on the air in 1959, the company has renewed for 13 weeks as of January 5, with five announcements a week in about 35 markets. Mario Kircher is timebuyer.

Sterling Silversmiths Guild of America

Agency: *Fuller & Smith & Ross Inc., New York*

Polishing up the sales future for sterling, the guild starts a radio schedule January 19 that will run for 29 weeks (not necessarily consecutive) in 41 top markets. From 10 to 12 one-minute transcriptions will be used on about 60 stations. Bernie Rasmussen is timebuyer.

Time Inc.

Agency: *Young & Rubicam Inc., New York*

Product: LIFE MAGAZINE

Five weeks of spot radio promotion, hitting about 25 different markets each week, will be launched by this publication on January 19. Approximately 40 announcements of varying lengths are scheduled for each market. Bill Dollard is media buyer.

Ward Baking Co.

Agency: *J. Walter Thompson Co., New York*

Product: TIP-TOP BREAD

This baking firm's advertising plans call for five weeks of radio announcements starting January 5 in about 50 markets. Frequency of the minutes and ID's being used will vary according to locale. Timebuyer is Mario Kircher.

Welch Grape Juice Co.

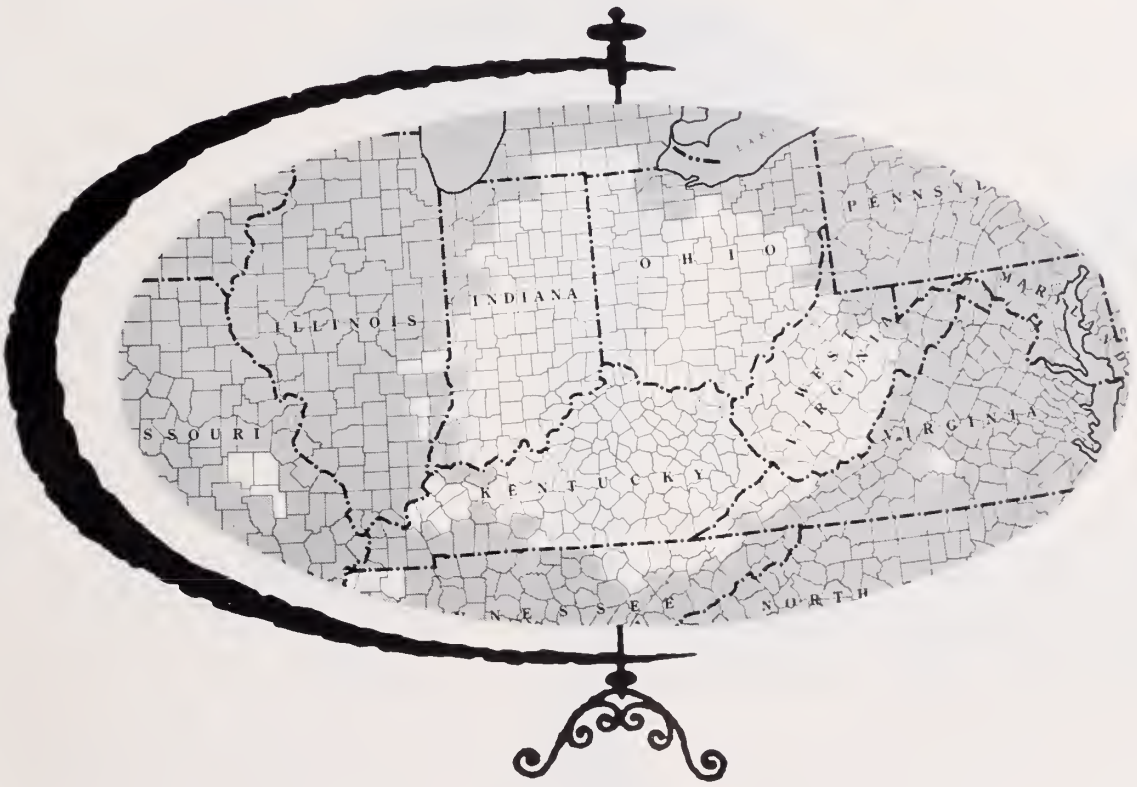
Agency: *Richard K. Manoff Inc., New York*

Product: TOMATO JUICE

Now in the midst of a 26-week radio schedule, the fruit juice firm has participations on the Yankee Home and Food Show over the Yankee Network New England stations, plus up to 12 one-minute announcements a week in the same area and on two stations in Philadelphia. The series started in early November. Robert Kibrick, media director, is in charge of buying.

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . . .

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

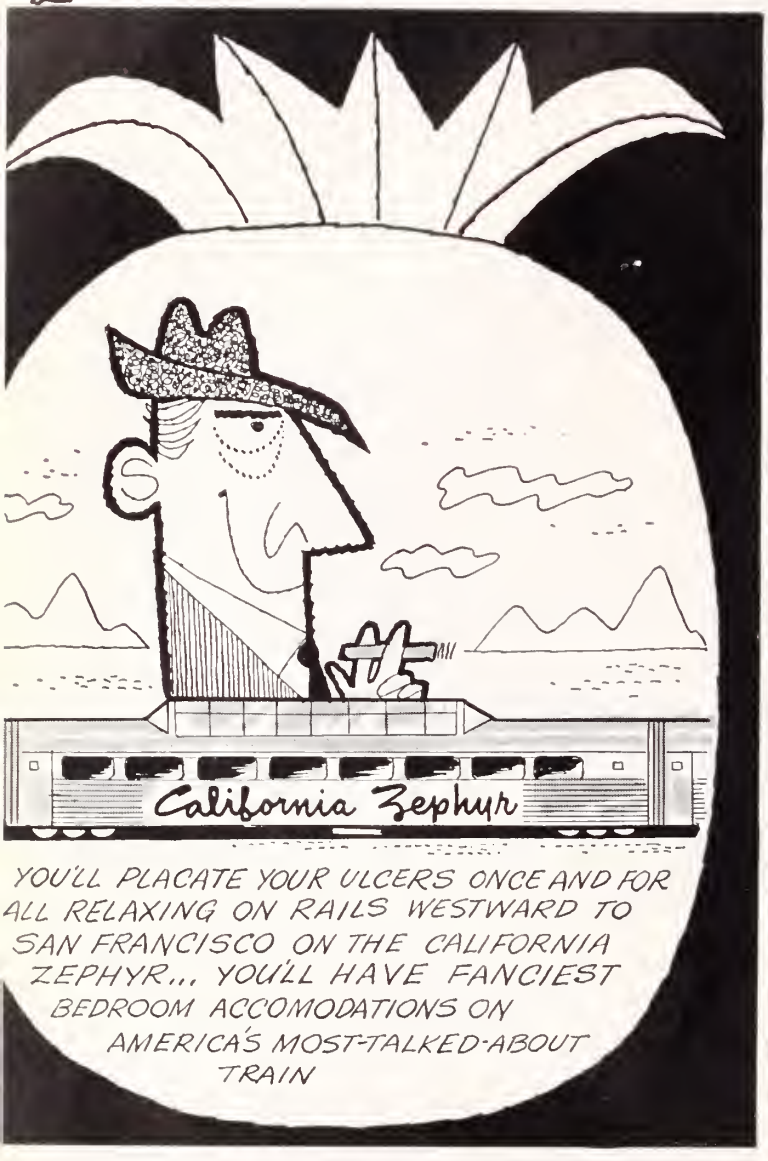
(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco



Hollinger of Honolulu is here to STATE that if you're in advertising for a livel HOO

and Every contestant will rece



YOU'LL PLACATE YOUR ULCERS ONCE AND FOR ALL RELAXING ON RAILS WESTWARD TO SAN FRANCISCO ON THE CALIFORNIA ZEPHYR... YOU'LL HAVE FANCIEST BEDROOM ACCOMODATIONS ON AMERICA'S MOST-TALKED-ABOUT TRAIN



YOU'LL CRUISE TO HEAVENLY HAWAII ABOARD THE S.S. LEILANI, THE FUN SHIP OF THE PACIFIC... DAYS OF SWIMMING, DANCING, PARTIES, ENTERTAINMENT, SUPERB MEALS, AND A LUXURY STATEROOM TO ENJOY

2nd Prize is a Trip To Hawaii FOR TWO! ! !

This is for the winner whose spouse finds out!!! Seriously, we've a Trip For One, and a Trip For Two. The first Prize Winner can take his choice. United States Overseas Airlines tix available as alternate prize.

Contest is open to everyone in advertising, except employees of Founders Stations, the Hollingbery Co., employees of newspapers, radio and TV stations (and immediate families). Write in True Or False answers and your KPOA Slogan. Mail entries, limited to one per person, to Hollinger of Honolulu, KPOA, Hawaii, postmarked not later than Jan. 31, 1959. Winners will be notified by mail and have four months in which to take the trips. All entries become the property of KPOA for possible promotional use, and decision of the KPOA judging staff is final.

So contact Arthur Godfrey, Elmer Leterman, the bartender at the Luau, the Hula Maids at the Lex . . . or the Hollingbery boys who REALLY know the answers on Hawaii.

Every contestant will receive a Hawaiian gift of Aloha from KPOA.

KPOA

THE BIG STATION

10,000 WATTS AT 650 KC

FIRST OF THE FOUNDERS FAMILY OF FINE STATIONS

HONOLULU, HAWAII

s contest

ecially **FOR** you and it offers 3 round-trip vacations to **HAWAII**

aloha gift from KPOA



YOU'LL BE MET WITH A LEI... HAVE A DATE WITH A HULA MAIDEN... BE GUEST OF HONOR AT A JAPANESE TEA HOUSE PARTY ... RIDE AN OUTRIGGER CANOE AND SAIL A CATAMARAN THRU THE FAMOUS WAIKIKI SURF... DRIVE A '59 PONTIAC



YOU'LL STAY A WEEK IN HONOLULU AT THE WAIKIKIAN, HAWAII'S MOST BEAUTIFU HOTEL... AND HAVE A SECOND WEEK, AMERICAN PLAN, AT KONA INN, KAUAI INN OR THE NANILOA ON HAWAII'S LUSH OUTER ISLAND PARADISE

ENTRY BLANK

Name is ..... I handle the ..... ad account

er my complimentary Hawaiian gift to me at .....

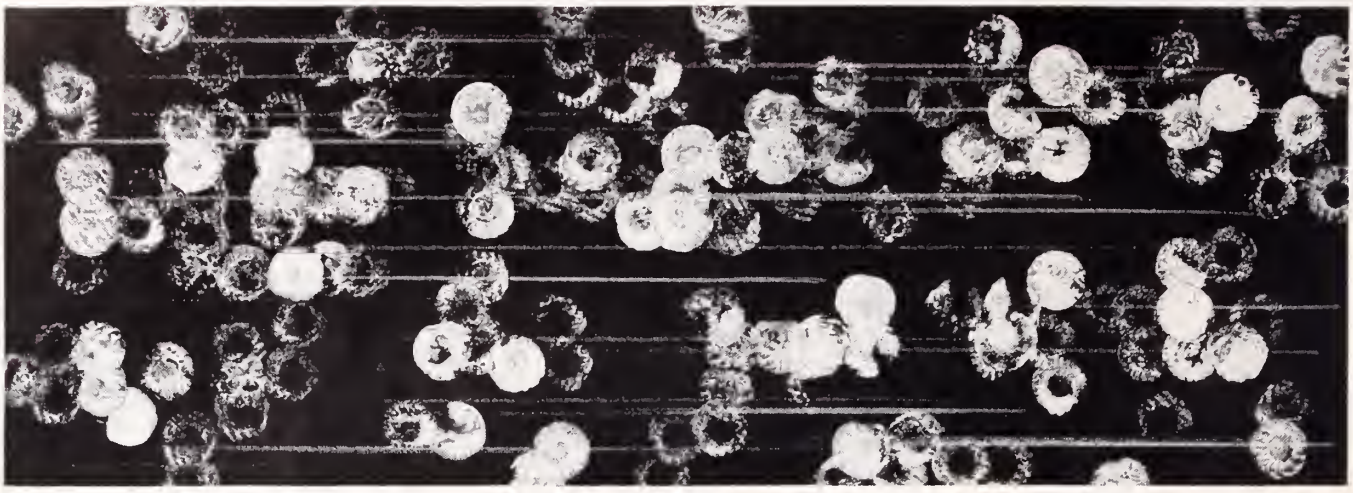
Here are my TRUE OR FALSE answers

ii enlists the aid of all America in its drive for state-od in '59.	TRUE ✓	FALSE	Greeting Hawaii's visitors with a lei was originated by Mamie Stover.	TRUE	FALSE
early conqueror of all the Islands was King Ka-himahi.	TRUE	FALSE	Hawaii's 617,700 population is more than Wyoming and Nevada combined.	TRUE	FALSE
ii's net effective buying power per family is $6,513 . more than that of 41 other states.	TRUE	FALSE	KPOA's adult audience excels that of Hawaii's all-station average.	TRUE	FALSE
r Godfrey is actually the illuminated son of Queen iuokalani.	TRUE	FALSE	You'll find broiled malahinis at the beach and fried wahines at luaus.	TRUE	FALSE
has more PULSE leadership periods than all other tions combined.	TRUE	FALSE			

Here is my KPOA Slogan

K P O A stands for .....
(Examples: "Kovers Pacific Ocean Area" . . . "King Pin Of Airways")

Stimulating Sounds



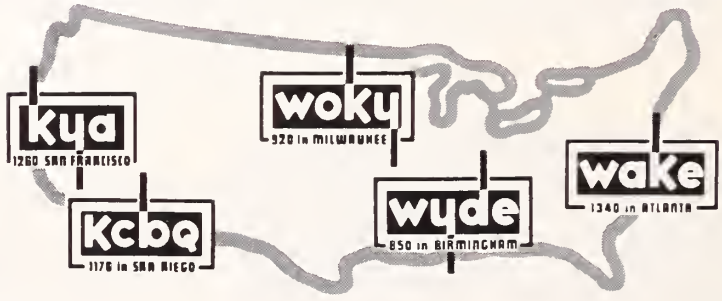
What sounds do people need for modern living? Which offer pleasure . . . fulfillment . . . and stimulate response?

Bartell Family Radio researches continually for answers corrected to the community . . . its background . . . its mood.

That's why our majority audiences . . . that's why more buyers at lower cost.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC

washington



New Look Proposed For Station Renewal Forms . . .

A two-year *tete-a-tete* among Bureau of the Budget personnel, broadcast representatives and members of the FCC has resulted in a proposal to revamp appreciably a station's application for license renewal.

. . . Changes Suggested For Commercial, Program Data . . .

Among additions, deletions and changes in the FCC proposals: (1) A "live" program has been re-defined as a broadcast which is live for at least half its air time; (2) spot announcements should be tabulated on a weekly basis for spots aired between 6 a.m.-6 p.m., 6 p.m.-11 p.m., and all other times rather than by the quarter hour which is the current system; (3) a "commercial" program has been re-defined as a 14—rather than 14½—minute broadcast, thus permitting a 60-second commercial without making it mandatory for the show to be classified as commercial.

. . . Three Program Classifications Added . . .

The FCC also suggests that the over-all program classification be increased from the present four categories (news, entertainment, religion and agriculture) to seven by adding sporting events, public affairs and instructive broadcasts as separate categories.

. . . Newly-Proposed Groups Are Defined . . .

All programs on local, international and national affairs will be classed as public affairs broadcasts. All shows of a non-religious or non-current events nature such as the fine arts and social sciences will be classified as "instructive." The sports category covers all play-by-play, and before and after the game broadcasts.

. . . Comm. Craven Registers A Dissenting View . . .

The recommendations made everybody happy save Commissioner T. A. M. Craven, who has long advocated a complete hands-off policy for the FCC in regard to station programming. It is Commissioner Craven's thesis that the very existence of program categories indirectly dictates program standards to the licensee and constitutes a form of censorship.

. . . He Questions Public Service Role . . .

Commissioner Craven holds that "no licensee is free to program according to his personal opinion as to what constitutes the best public service when he knows full well that his views are destined to be evaluated in the light of pre-conceived and pre-stated opinions of the regulatory agency."

Option Time: Controversy Continues to Rule

The future of option time practices in network operations has become more precarious with the release of an FCC staff report based on the recommendations of Dean Roscoe Barrow's Network Study Staff and the

Another **NEWS** Scoop for
K-NUZ . . .
"BIG MIKE V"



"Big Mike V" . . . the latest addition to K-NUZ' family of ground and air "Big Mike" mobile units, is a sleek 27-foot Trojan cruiser powered by twin 160-hp engines . . . fully equipped with radio gear for on-the-spot coverage of water events and news as it happens on the Gulf Coast.

ANCHORED in the
NO. 1 POSITION in HOUSTON

First in popularity with the ADULT* Houston audience—K-NUZ delivers the largest purchasing power* or ADULT spendable income audience in the Houston market!

*Special Pulse Survey (Apr.-May, 1958)
Nielsen (June, 1958)

STILL THE LOWEST COST PER THOUSAND BUY

AIMS — Association of Independent Metropolitan Stations

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
Forjoe & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

lengthy hearings which followed the controversial Barrow Report. The FCC received the staff document which, for all practical purposes, is in agreement with Barrow's recommendation that option time—among other things—be eliminated. The Justice Department's stand that option time possibly constitutes an anti-trust violation hovered in the background.

NAB Steps Up Hall of Fame Activity . . .

The $10,000 budget that has been voted by an NAB advisory committee is the amount to be raised to explore the possibility of establishing a Broadcasters Hall of Fame. Once off the ground, the Hall of Fame will be an all-industry project although NAB is coordinating the investigative phase of the plan. The proposed Hall of Fame would house the history, development, growth and contributions of the industry since the advent of radio broadcasting.

Sweeney Heads FTC's Radio-Tv Monitoring Unit

A stepped up radio monitoring program has been launched by the Federal Trade Commission on the heels of a top level change which has placed Charles A. Sweeney at the helm of the FTC's radio-tv monitoring unit. He replaces T. Harold Scott, who has transferred to the Small Business Division. Mr. Sweeney, associated with the FTC for 23 years, has most recently specialized in drug and food cases as a project attorney.

350 Monitoring Employees Face New System

The FTC also has made it known that 350 FTC professional employees in Washington and eight field offices now monitor broadcasts as part of their jobs. It has been customary, until now, for field personnel to furnish the radio-tv unit with monitoring information on a personal report basis. But, Mr. Sweeney said, to expand and yet simplify the system, a fill-in form has been devised and is now being used by the field monitors for their reports. • • •



COMPLETE ON-THE-SPOT COVERAGE



THE NB RADIO NETWOR

keeps America on top of latest happenings the wh world over with fast, accur dramatic news, flashed by NBC News correspondents tioned in 70 nations.

▪ Every hour, throughout day and evening, NBC Rad NEWS OF THE HOUR p sents a complete news summa featuring on-the-spot repor

▪ At all times, NBC's H LINE is on the alert, stanc by to switch listeners righ the scene of big news, wher it happens, whenever it happ

▪ NBC News is constantly work on special backgrounc ports that give full perspec on the headline of the mom

This is the kind of news-cove that the American public r upon *network* radio to b them—the kind that only a work *can* bring them. This i kind of coverage they know will *always* find on an N Radio station.

For complete on-the-spot c age, all year long, around world, America turns to the tions of the NBC Radio Net

■■■

Follow the leaders — No. 2

SOLD

to

TRIANGLE STATIONS

WFIL	Philadelphia
WFBG	Altoona
WNHC	New Haven
WNBF	Binghamton

Roger Clipp
V. P. and Gen. Mgr.

SOLD

to

AIR TRAILS NETWORK

WING	Dayton
WCOL	Columbus, O.
WIZE	Springfield, O.
WKLO	Louisville

J. P. Williams
Exec. V. P. and Gen. Mgr.

SOLD

to

McClendon Stations

KLIF	Dallas
KILT	Houston
KTSA	San Antonio

B. R. McClendon, *Pres.*

RADIO PRESS

World Wide News and Feature Coverage for AM Stations

WRITE FOR FREE BROCHURE AND AUDITION RECORD

RADIO PRESS
18 East 50th Street
New York 22, N. Y.
PLaza 3-3822

the *Silver Mike*





THIS MONTH:

H. PRESTON PETERS

President
Peters, Griffin, Woodward Inc.

Supervises Spot Efforts As President of SRA

H. Preston Peters, who will supervise spot promotion efforts as president of Station Representatives Association for the coming year, has had career-long training in the field of professional selling.

His belief in the future of selling spot for radio stations is that it will continue to grow as it "delivers and deserves larger audiences."

Mr. Peters, who is president of Peters, Griffin, Woodward Inc., succeeds Frank M. Headley, president of H-R Representatives Inc., who has served as SRA president for two one-year terms.

Born in Glencoe, Ill., the sales career of Mr. Peters actually started during college days at Amherst College where he sold clothing to fellow students in his spare time.

Upon graduation from Amherst in 1930, he pursued a professional career in sales serving with the *Chicago Tribune* as a space salesman.

The lure of the growing radio medium caught his eye—as well as his ear—and in August 1932, Mr. Peters joined the newly formed radio representative firm, Free & Sleininger Inc., Chicago.

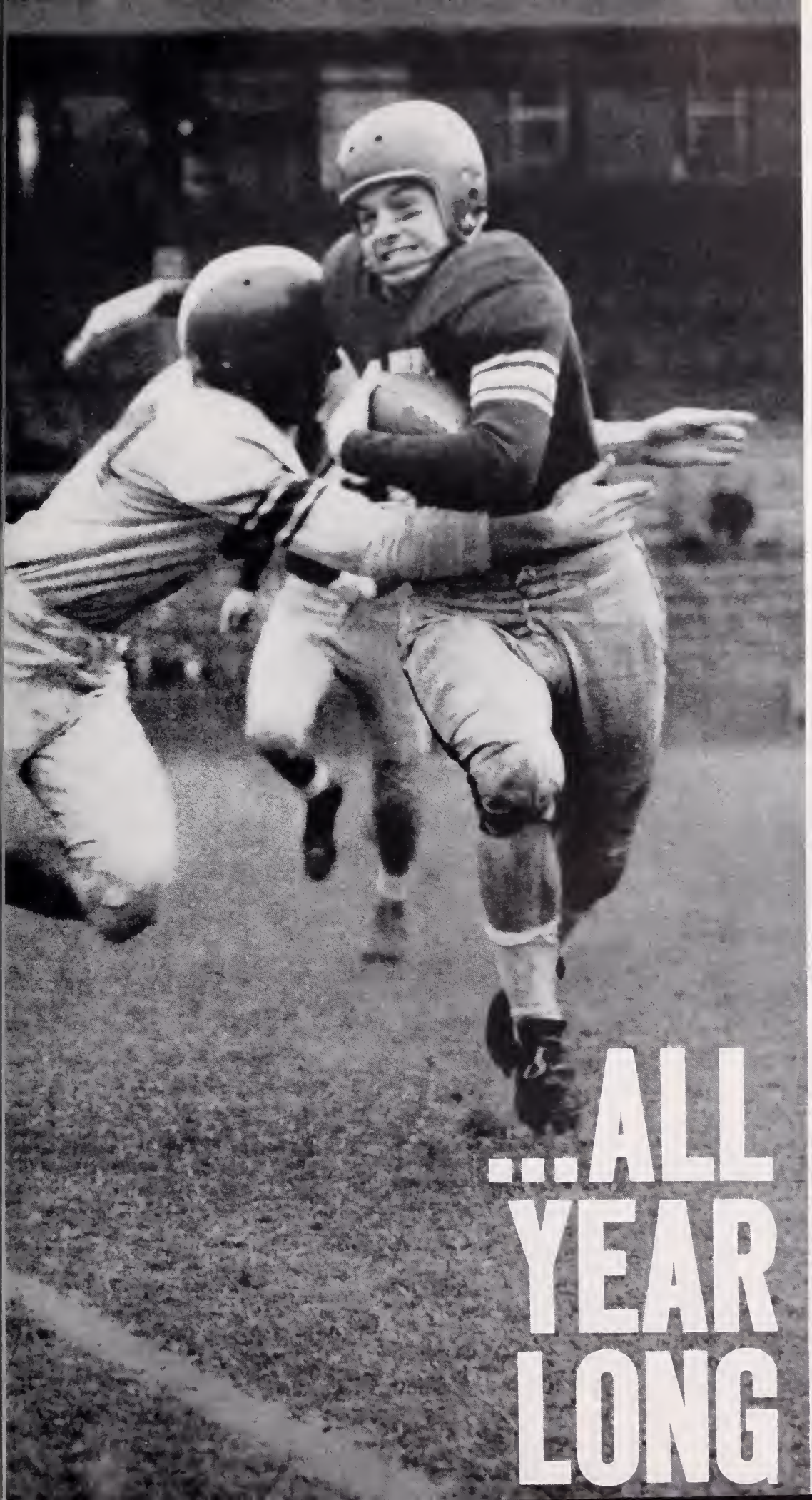
In December 1933, he opened the eastern branch of the firm in New York and was elected a vice president of the firm. In 1936, the corporate name was changed to Free & Peters and remained that way until the relatively recent change to the present name.

Mr. Peters was elected president in 1938.

For the coming year, Mr. Peters believes that there are several things radio forces can do to enhance their position. The first is "continuing efforts in educating advertisers in the use of spot radio." Next, he stresses the importance of audience and sales promotion.

Mr. Peters lives in Greenwich, Conn., with his wife and daughter. He also has two sons in the U.S. Army who are presently serving in Germany.

With a career in radio that spans more than 26 years, Mr. Peters recalls some of the earlier days. The reason, he states, for adoption of the now-famous "Colonel," which identifies the firm, was to make "young men look older." Now, Mr. Peters wistfully remarks, "we'd like to make old men look younger." • • •



...ALL YEAR LONG



THE NBC RADIO NETWORK

is on the spot—whatever th season, whatever the sport bringing America one excitin first-hand report after anothe Baseball and boxing, tennis an track, horse-racing, sailboat-ra ing, golf—even bocchi—they' all part of the jampacked NB schedule. Each season there a specials like: the Rose Bow Game, the World Series, th U. S. Open Golf Tournamen Forest Hills' Tennis Champio ships, in fact, just about eve major event of the year. Wee end games and special featur on MONITOR, interviews, spor roundups, and the Friday nigh fights complete the schedule.

For sports-loving Americ here's week-in, week-out on-th spot reporting that only a ne work could provide.

For complete on-the-spot cove age, all year long, around t world, America turns to the st tions of the NBC Radio Netwo

■■■

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- **COLUMBIA**
- **JEFFERSON CITY**
- **MEXICO**
- **FULTON**

TOP SHOWS for TOP PRODUCTS of interest to Women . . .

"Over the Coffee-Cups"
with Art Hogan
7:35 AM-8:00 AM
Monday thru Saturday

"In the Know—with Ron and Jo"
9:05 AM-10:00 AM
Monday thru Friday

"Top of the Morning"
11:30 AM-12 Noon
Limited participations.

Unique programming with feature interest is the hallmark of KFAL-RADIO

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

WTOR RUN AGAIN

In a letter to Phil Peterson, New England Sales Manager, for Community Club Services, Inc., Mr. Ed Waller, President and General Manager of Radio Station WTOR, Torrington, Conn. stated that we "Just concluded Community Club Awards Campaign here in Torrington. It was a tremendous success! We will run our second Community Club Awards Campaign at the same time next year. By the way, we had over 15 million bonus coupons turned in and over 1 million in cash receipts.



Ed Waller

As you know, WTOR was the first station in Connecticut to run a Community Club Awards Campaign. Don't be afraid to have the other boys in the area call me. I will be glad to help them all I can."

COMMUNITY CLUB AWARDS
PENTHOUSE SUITE
527 Madison Ave.
New York 22. N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

LETTERS TO THE EDITOR

Help Needed

One of our clients, a leading radio station, is in need of a perpetual library of sound effects and universal jingles kept fresh by monthly additions of new material. We understand such services are available on a monthly fee basis. If any of your readers can handle this, we invite them to contact us at once.

Richard H. Nelson
President
Nelson Advertising Co.
Des Moines

Brioschi

The excellent Brioschi story in U.S. RADIO (December 1958) . . . was well written, completely accurate and in general a very fine reporting job.

Franklyn W. Dyson
Account Executive
Ellington & Co.
New York

Rayco

Your Rayco story (December 1958) was a superb reporting job . . . and I'm sure your readership found it interesting and informative.

Arthur W. Poretz
Mogul, Lewin, Williams & Saylor Inc.
New York

Sound

On behalf of the sales force of Adam Young Inc., Chicago, I would like to compliment you on the type of information you have brought to your readers' attention and specifically your article *Sound—Part I* (November 1958). We are all looking forward to your second successful year and sincerely hope that there will be more articles akin to what you have had in the past.

Richard J. Kelliher
Midwestern Sales Manager
Adam Young Inc.
Chicago

Radio Trial

Your November 1958 edition has an article that interests the sales department of WJAG very much. The story, *Putting Radio to the Test*, relates the trial radio advertising campaign of Woodward & Lothrop Department Store in Washington, D. C. Please send us six reprints of this story.

Larry Russell
Sales Representative
WJAG Norfolk, Neb.

Reading Hassle

We find your magazine extremely informative and interesting. As a matter of fact, there's always a pretty sharp hassle as to who reads the magazine next. Will you please send two tear sheets of the article, *Alaska: Land of Opportunity for Radio and Sponsors* (September, 1958).

George Burkhardt
News Editor
KDB Santa Barbara, Calif.

In Need

We are interested in obtaining a copy of your September issue for our files.

Elizabeth L. Smith
Campbell-Ewald Co.
Detroit

Sales Suggestion

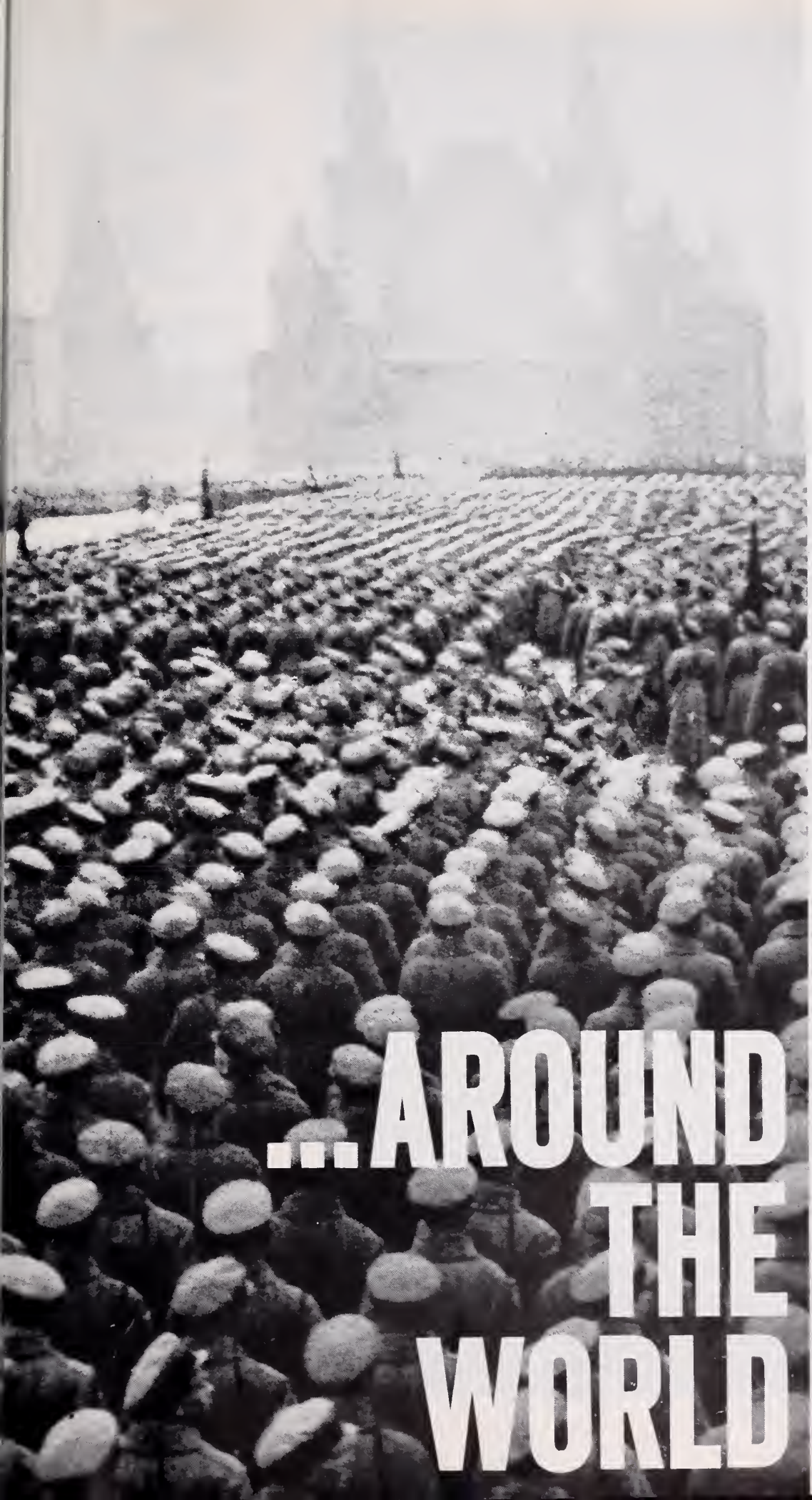
We at KGLO Mason City, Ia., have just completed a sale of which we are quite proud. Perhaps your readers will find the following interesting.

In planning our programming effective January 5, 1959 (CBS network changes), we discovered we would be in a position to carry 53 of the sustaining CBS newscasts per week which could be for sale on a local basis. With these 53 CBS newscasts, we added seven local newscasts per week (the only local sustaining news on our station) for a package of 60 newscasts per week—which we have just sold to 48 Mason City retailers as a group.

An initial meeting with five retailers was held Wednesday, December 17. Audition tapes of various CBS newscasts plus market material regarding KGLO in particular and the Mason City trade area in general was presented to this original group. After enthusiastic acceptance, we started contacting other merchants and at 12:15 p.m., Saturday, December 20, the entire program was sold.

Department stores, automobile dealers, jewelry stores, rent-alls, beauty salons, typewriter shops, prescription shops, and many other type retailers have combined to "Sell Mason City" via KGLO Radio.

Lloyd D. Loers
Sales Manager
KGLO Mason City, Ia.





THE NB
RADIO NETWORI

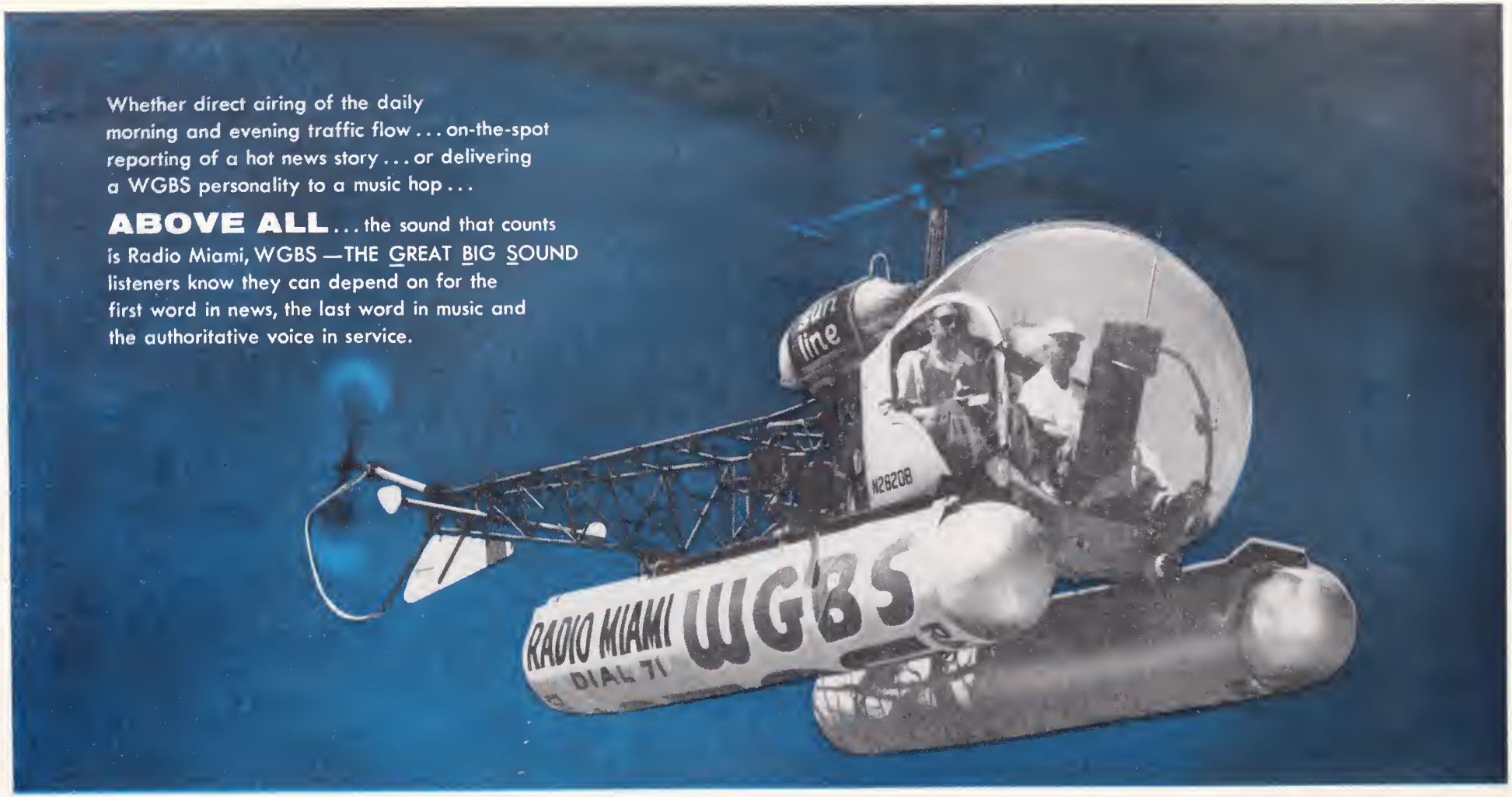
this month launched IMA
RUSSIA. For four consecuti
weeks, four nights a week,
hour-and-a-half each nigh
IMAGE RUSSIA is exploring eve
aspect of Soviet life. Listene
hear the actual voices of Russia
leaders, of people who ha
traveled in the USSR. They vis
the theatres, laboratories, lab
camps. They hear from Ame
ican Communists and fro
former Communists who fl
Russia for the West. After
complete, objective, *factual* an
ysis, they will be able to draw i
formed conclusions of their ow

Through special broadcasts li
IMAGE RUSSIA, and regularl
scheduled programs like NIGH
LINE, MONITOR, MEET THE PRE
and the NATIONAL FARM A
HOME HOUR, NBC Radio kee
America informed. In 19
alone, NBC audiences heard:

*Secretary of Agriculture Bens
on farm problems. Nehru on t
8th anniversary of the Indi
Republic. Senator John Ke
nedy on education. Vice Pre
dent Nixon on his South Ame
can trip. Ghana's Prime Min
ter Nkrumah on the future
Africa's newest country.*

Only a radio network could of
public affairs coverage of su
immediacy and magnitude.

*For complete on-the-spot cov
age, all year long, around t
world, America turns to the s
tions of the NBC Radio Netwo*



"Famous on the local scene"

WGBS is a "touch of home" for the tremendous number of CBS radio fans among the more than six million visitors who come to Florida every year (74% by automobile).

ABOVE ALL, WGBS is at home with one and a half million radio listeners who live within its exclusive 50,000-watt Hi-Fidelity signal area 12 months of the year.

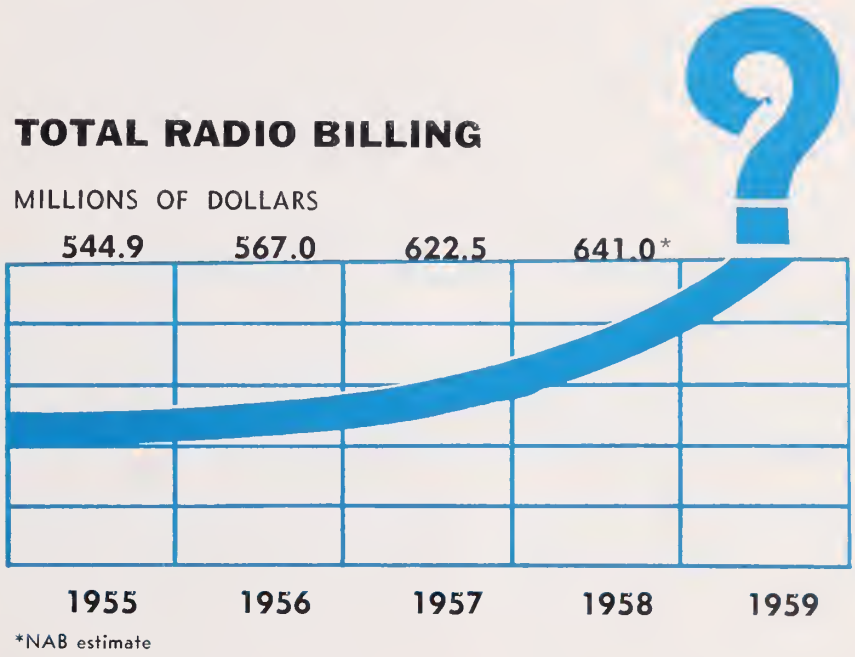
WGBS

RADIO MIAMI IN FLORIDA

Represented by the Katz Agency

Storer Radio — Storer Broadcasting Company

WGBS	WAGA	WWVA	WIBG	WSPD	WJW	WJBK
Miami	Atlanta	Wheeling	Philadelphia	Toledo	Cleveland	Detroit



OUTLOOK '59:

Will It Be Better Than '58?

PART I

Business Outlook

(agencies, advertisers, media)

PART II

Industry Outlook

(RAB, SRA, spot and network)

PART 1

The year-end statement by the National Association of Broadcasters shows that gross radio volume in 1958 reached $641 million compared with $622.5 million in 1957. This three percent gain tatives Association and others, the new year may very well be a big one.

What 1959 has in store is not easy to foresee. Based on intensified sales efforts being planned by Radio Advertising Bureau, Station Representatives Association and others, the new year may very well be a big one.

It is expected that advertiser use of radio, based on such facts as increased listening throughout the day

(see hourly breakdown in accompanying chart), will be weighted upward in the months to come.

There are many other facets of radio life that are expected to influence the flow of ad dollars to the sound medium:

- Radio receivers have increased to 145 million sets, a jump of five million over 1957.
- An estimated 37.8 million are in automobiles.
- More than 49 million U. S. homes—better than 97 percent of 50.5 million—have at least one radio set, with 63 percent having two or more sets.

The year 1959 will be characterized by one of the biggest all-out industry sales efforts in the history of radio. Advertisers and agencies across the country will hear the radio story from the medium's personal representatives.

New and up-dated research data, case studies on the varied uses of the medium, and data on listening patterns, where radio sets are located in the home and the essentially adult complexion of the radio audience will be carried to the meeting room—and not the doorstep—of advertising decision-makers.

Plans for this year's effort have been formulated during the closing weeks of 1958. The reasons can be found in the fact that although total radio billings increased in 1958, it did not satisfy the goals originally set up a year ago by radio's sales forces.

Total gross radio billings in 1958—like the moon-shot Explorer—fell short of the mark but at the same time did make significant advances. In fact, radio and television are the only two national media to show increases in 1958.

In the case of radio, gross billings increased three percent instead of nine percent as predicted a year ago by many industry observers.

From a media point of view, radio fared well. According to the November 7 issue of *Printers' Ink,* newspapers (national business) were running nine percent behind 1957 and magazines were off six percent. Television (network and spot) was up seven percent and radio (network and spot) was running two percent ahead of 1957. This radio estimate, of course, does not include local business which accounts for more than spot and network combined. And from all indications, local billings have had another good year as radio more and more takes on the local characteristics of the newspaper medium. It is no secret, in fact, that radio sales executives have set their sights on advertising funds traditionally directed at newspapers.

The problems that radio as well as all media faced in 1958 were chiefly two-fold:

- There was a general slowdown in business activity.
- Total advertising volume dropped for the first time since 1942. The 1958 estimate is $10.1 billion, a two percent decline from the all-time 1957 high of $10.3 billion.

There were also special problems that belonged to radio only that affected the medium's total volume for the year:

- Network radio underwent a radical alteration—easily the most complete face-lifting since radio began.
- Many advertisers capitalized on the dual rate structure of stations and sought to buy spot time locally at lower rates than nationally at "spot" rates.

One of the most significant developments of 1958 that has direct bearing on what will happen in 1959 was the re-evaluation—and in many cases a re-discovery of radio by advertisers. Many new firms entered radio for the first time last year; others invested an increasing share of their budgets to the sound medium. In addition, there was a great variety of radio usage as advertisers capitalized on the medium's flexibility.

HOMES USING RADIO
AVERAGE PER MINUTE — BY HOURS OF DAY
(Increase in 13 of 18 Hours)

New York Time

			Oct., 1958 (000)	Oct., 1957 (000)
Mon-Fri	Morning	6-7	2,412	2,563
		7-8	6,202	5,609
		8-9	8,467	7,156
		9-10	7,679	6,286
		10-11	6,941	6,189
		11-12	6,252	5,609
	Afternoon	12-1	6,399	6,286
		1-2	6,399	6,237
		2-3	5,464	5,077
		3-4	4,923	4,593
		4-5	4,529	4,110
		5-6	4,676	4,593
Sun-Sat	Evening	6-7	4,923	4,980
		7-8	4,184	4,158
		8-9	3,397	3,530
		9-10	3,003	3,530
		10-11	2,707	3,385
		11-12	2,215	2,901

Source: A. C. Nielsen Company

Invested Heavily

An example of an advertiser that re-evaluated its use of radio upward is Chevrolet which invested heavily in spot radio—to the tune of between $2 million and $3 million—after an intensive sales effort by the radio industry. As for new advertisers, John Blair & Co. issued a list of 55 accounts who were "new" to radio for the first quarter of 1958 alone. (see *Radio's Future Sales Opportunities,* May 1958).

Among the varied and interesting uses of radio that popped up last year were the four-network purchase by Pepsi-Cola Co. involving a reported expenditure of $500,000 for 13 weeks (this is in addition to heavy spot use) as well as the pre-Christmas drive by Royal Type-

writers (the first time this firm turned to spot radio in an important effort).

By way of advertiser use, RAB for the first time has just issued a list by dollar expenditure of the top 15 spot radio advertisers in 1958—as well as 31 others (see chart p. 56). General Motors Corp. with $5,400,000 and Ford Motor Co. with $5 million occupy first and second place, respectively.

In addition, the bureau has this past year—also for the first time—issued regular reports on the top spot and network advertisers.

Competitive information of this sort is expected to do more to stimulate advertiser radio outlays than many other standard research projects.

The way that many agencies have re-evaluated their use of radio is illustrated by Guild, Bascom & Bonfigli Inc., San Francisco. According to Gil Burton, vice president and general manager, "When we were asked by U. S. RADIO at the close of 1957 to report on the extent of use of radio by GB&B's clients, we found that a trend toward increased radio time in comparison with tv time had started late in 1955. This trend has continued: In 1957, we bought one dollar of radio time to every four dollars in tv; for the first 10 months of 1958, the ratio was one dollar to every three.

"Spot radio," continues Mr. Burton, "gets most of the money we spend in radio by far. With our heavy emphasis on humor in advertising, we've found that radio spots can give our creative writers greater opportunity for full rein of their imagination than any other medium.

"According to reports we've received, the results of this have been evident in radio commercials we've done this year for national advertisers like Ralston and Nucoa, and regional accounts such as Mary Ellen Jams, Mother's Cookies and Heidelberg Beer," he states

"Spot radio has proved itself of great value," Mr. Burton concludes, "wherever we have used it."

In a survey of spot advertisers, the following is a sampling of the way radio will be used by them in 1959: Canada Dry Corp., investing about $400,000 in spot radio in 1958, will be using spot solely in 1959. About 120 markets will be used, the company states, preferring 3 to 5 p.m. times. Bristol-Myers Co., devoting about 12 percent of its budget to radio, is altering its network-spot ratio from 65 percent network and 35 percent spot in 1958 to 55 percent network and 45 percent spot in 1959.

Robert Hall Clothes is investing 20 percent of its budget to radio in the coming year on spot. About 100 markets will be used, the firm states, with the preferred times between 7 a.m. and 7 p.m. Eskimo Pie Corp. reports it is increasing its radio use 10 percent in 1959, already devoting about 50 percent of its budget to the medium. About 181 markets will be used with frequency varying from 20 to 25 times per week. This firm has been a heavy radio user since 1928 ("Radio has had a marked effect on the purchase of Eskimo Pie, especially on the food shopping days.")

Chap Stick Co., devoting 60 percent of its budget to radio, will use network and spot in 1959. The network portion will involve Morgan Beatty news on NBC Radio while the spot drive will involve 42 markets with announcements preferred in the "before 8 a.m." time periods.

And two regional accounts report increasing radio use for 1959. Colonial Stores (super markets) will be using radio in 125 primarily southeastern markets. Ehlers Coffee is devoting 50 percent of its budget to local news in northeastern cities.

RADIO BOX SCORE

	1958 (December)	1957 (December)	Change
No. of commercial am stations on air	3,315	3,180	+ 135
No. of commercial fm stations on air	571	537	+ 34
Total radios in use	145 million	140 million	+ 5 mill.
Car radios	37.8 million	35 million	+ 2.8 mill.

Part II

What 1959 has in store for the radio industry is in general not easy to forecast.

What makes looking ahead so difficult is that 1958 contained a shoe box full of ironic surprises. Network radio, through a host of re-organizations and alterations, showed stability in gross volume. Spot radio, which has in large measure led the radio medium back to the forefront, just about maintained the same volume it scored in 1957 (some observers believe a slight increase while others expect the final total will show a slight decrease).

Major Objective

One of the major objectives of radio sales forces in the coming year will be to tell the medium's story to top level decision-makers—both on the agency and advertiser sides of the fence.

As outlined by Jack Hardesty, vice president and general manager of RAB, the bureau has many new sales approaches being readied. One is called the "120 Plan." Mr. Hardesty explains that during the first six months of 1959, a special campaign will be aimed at 120 important national advertisers (in most cases those with multi-million dollar ad budgets) "who are not giving radio

a fair share of their budgets." What marks this effort as "special" is that RAB, where faced with a tv-oriented agency, for example, will take the radio story to the top management at the company.

Another RAB effort that will be expanded in 1959 is one that was tried for the first time last summer. It was called "Second Look Insurance" and was aimed at convincing auto makers to use radio in their second wave of promotion after the new cars had been introduced. The initial presentation involved a three-day canvassing of Detroit firms by an RAB team. It resulted in one company asking RAB to prepare a multi-million dollar radio campaign for its consideration. And based on a request from Ford, Mr. Hardesty explains, a special pocket piece (7,000 copies) has been prepared for every Ford dealer showing how radio can be used. The bureau paid for the research, art and printing of the manual. Among the research included in the pocket piece is a survey of how Ford dealers listen to radio and how many sets each owns, Mr. Hardesty states.

The top 15 gasoline and oil marketers are also going to hear new sales presentations by RAB in the first 60 days of 1959. Moreover, RAB in January is expected to select the department store that will take part in the bureau's "$64,000 Challenge" designed to show how this type of store can successfully use radio during a full year (see *Putting Radio to the Test,* November 1958).

In the area of sound presentations, RAB has two plans being prepared. The first idea is to develop at RAB's expense a label in sound for such stores as Sears, Penny's and Wards. The second is a tape presentation that will feature talks by executives of various companies on how they use radio. It will be played to other firms in the same industry—one businessman talking to another with virtually the same sales problems. The first one to be experimented with is the beer industry. The talks will feature executives of Schlitz, Budweiser, Carling's Black Label and Miller.

The field of spot radio is also expected to come up with an intensified sales effort to develop new and increasing business. The final outcome of spot in 1958 is not yet known. Through the first nine months of the year, gross time sales are estimated by Station Representatives Association to be $136,639,000, an increase of four percent over the same 1957 period. Most of the increase was built up in the first six months of the year, with the second half showing a decline. Of what is definitely known, the third quarter spot radio total was $13,085,000 compared with $14,629,000 in 1957. Reports on the fourth quarter are conflicting in view of the fact that final statistics are not yet tabulated.

Some reports from representatives predict another fall off in the final months, while other representatives state that business is holding up. In 1957, total spot radio reached $169,511,000, the FCC estimates.

There are new selling efforts that are under consideration by SRA to combat the problem areas that it feels spot faced in 1958:

- Concentration of spot buys in top markets.
- Double rate structure employed by many stations for local and national accounts.

Another area that spot forces are trying to improve lies in finding a way to make spot easier to buy. One solution, some feel, is centralized billing—letting the representative do the billing to the agency instead of having many stations send in separate bills.

One of the chief plans of SRA for 1959, explains Lawrence Webb, managing director, is developing a new sales presentation with fresh research aimed at getting more dollars into spot. This presentation will be delivered not only to agencies but, as in the case of RAB, to advertisers as well, Mr. Webb states.

The outlook for spot and what it must do to reach its goal is underlined by Frank M. Headley, outgoing president of SRA and president of H-R Representatives Inc.:

"Spot radio in 1959 will have a great year, but only if we fight to make it so," says Mr. Headley. "I think the following points must be adhered to by all of us, if we are to keep radio happy, healthy and prosperous:

"Aggressive selling: Newspapers by and large are still living on tradition and past reputation. Let's go out and get our fair share.

"Rate cutting: Organized rate cutting never did any station long range good. What a station gains in immediate billing it loses two times over in prestige and future business.

"Local rates: Local rates were originally designed for retailers who cannot take advantage of a station's total coverage. Stations that succumb to national advertisers who employ various stratagems to gain an undeserved local rate are seriously undercutting radio.

"Negative selling: This is my most serious indictment of today's radio. All too many stations knock the other operation instead of selling radio's numerous advantages as the greatest sales medium.

"Spot radio can have a great year in 1959," Mr. Headley states, "but it's up to us."

The outlook for network radio in 1959, judging by statements of top network executives, should be bright.

Arthur Hull Hayes, president of

Spot Radio Revenue

		% Increase Over Previous Year
1954	$120,168,000	
1955	$120,400,000	1.9
1956	$149,921,000	24.5
1957	$169,511,000	13.0

Source: FCC estimates. The commission's 1958 figures will not be known for another year

CBS Radio, terms the coming year an "important landmark in network radio's return to financial stability." He further indicates that the network's new Program Consolidation Plan "may well put the network in the black in 1959. The implementation of this plan," he states, "is the first real move to align networking with today's economics."

Mr. Hayes believes, "The future of network radio lies in the direction which we have taken, a new relationship between affiliates and their network. In addition, it will result in increased values to advertisers. The coming year," he concludes, "should bear out this thesis."

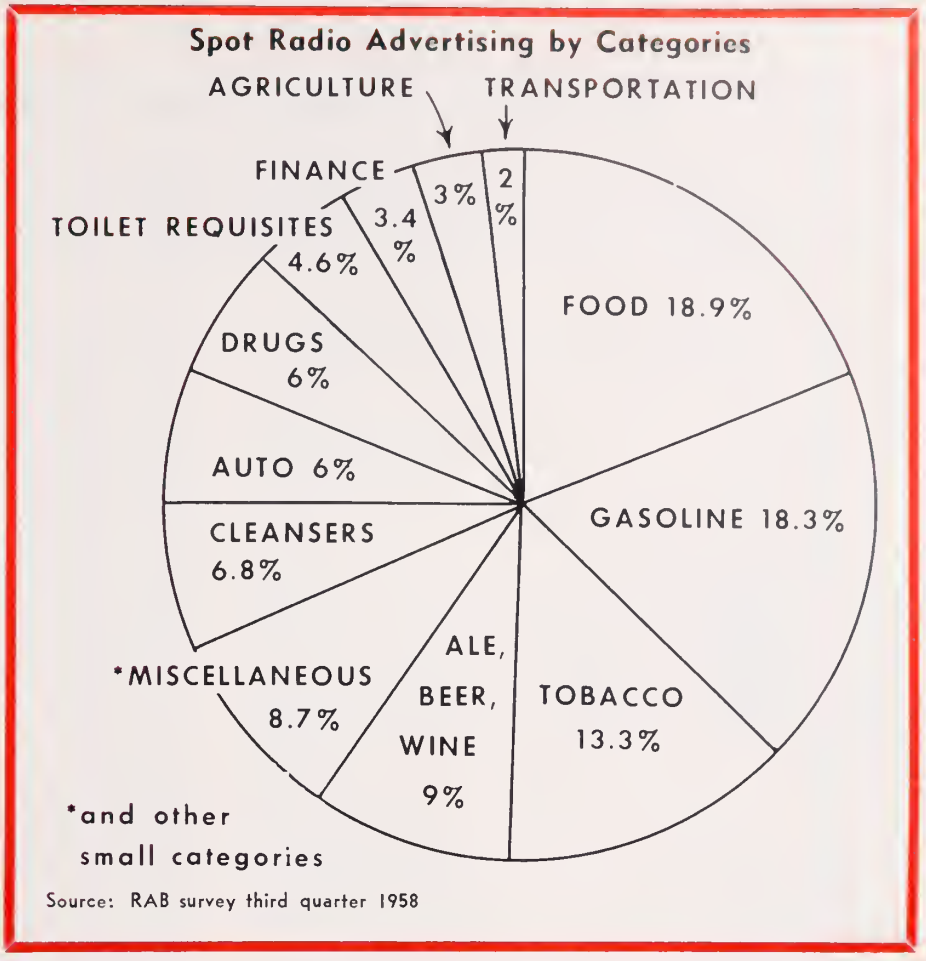
(CBS Radio has 199 affiliates; it programs about 50 hours a week plus special public affairs programs "frequently to regularly;" option time is 30 hours a week and the network operates at 100 percent of clearance; compensation to affiliates is in terms of the hours of programming in the basic plan.)

Matthew J. Culligan, executive vice president in charge of NBC Radio, declares, "By the end of 1958 NBC Radio had 48 percent of all sponsored hours on the three major networks. Net billings were up 17 percent over 1957 figures. Overall clearances continued to climb enabling NBC Radio to raise its clearance guarantee to advertisers from 75 percent to 85 percent. The network's compensation to affiliated stations increased on an average of 52 percent over 1957.

"The outlook for 1959 is even brighter," Mr. Culligan says. "The top 15 advertisers returned to NBC Radio in 1958 and dozens of companies used the network for the first time. We expect these advertisers to be with us again in 1959."

As a final note, Mr. Culligan discusses a recent affiliation agreement that has caused much comment in the industry: "The affiliation with the Storz Broadcasting Co.'s KOMA Oklahoma City is symbolic of a complete upheaval in the network-affiliate relationship area."

(NBC Radio has 201 affiliates; it programs 70 hours a week; option time is 37½ hours a week and the clearance guarantee to advertisers is 85 percent; contracts with affiliates were revised April 1, 1958, and now apply to the participation method of sales which accounts for 90 percent of NBC Radio's business—a commercial minute is the basic unit of compensation to affiliates).



Edward J. De Gray, vice president in charge of ABC Radio, declares, "Network radio in 1959 will continue the upward swing which began about a year ago. While a number of changes have taken place in the industry during the past year, the medium in the coming months will begin to assume a degree of stability.

"Encouraging news from advertisers," Mr. De Gray states, "leads me to believe that ABC Radio business will follow the general trend."

Mr. De Gray also states that he believes the network's affiliate lineup will grow in 1959 and that its staple news programming will achieve even greater importance in the year ahead.

(ABC Radio has 286 affiliates; it programs 42 hours a week; option time is 63 hours a week; clearance varies with some shows such as *Breakfast Club* hitting 94 percent, while the average for commercial shows is 75 percent; compensation to affiliates is on the basis of commercial programming carried.)

Blair A. Walliser, executive vice president of Mutual Broadcasting System, declares, "The fate of network radio for the next 25 years will be decided in 1959. The modern network is the hard-working partner of the local station. The modern radio network fulfills its function best by a policy of what we at Mutual choose to call Dynamic Compatibility.

"We feel this is the happy marriage of community programming best provided by the local station with world-wide news, sports, special events and public service which only a network can efficiently maintain.

"When Mutual initiated this policy on June 2, 1957, it had 350 affiliated stations. At the end of 1958, Mutual had 453 stations—an expansion of 103 affiliates in 18 months.

"More and more stations," Mr. Walliser concludes, "are requesting affiliation."

Over-all, the outlook for radio in 1959, as can be seen, is not only based on advertiser acceptance of a growing medium, but just as solidly on the enthusiastic launching of new sales development efforts. • • •

Review of 1958 Spot Advertisers

The following list was compiled by U. S. RADIO with the help of two major representatives with offices in major cities across the country. Because of the vastness of spot use, this compilation makes no pretense at being 100 percent inclusive.

Food, Flour and Cereals, Coffee and Tea

Abbott's Dairies Inc.	*Richard A. Foley*
Allsweet	*Leo Burnett*
American Bakeries Corp.	
Taystee Bread	*Young & Rubicam*
American Dairy Assn.	*Campbell-Mithun*
American Home Foods	
Burnett's Vanilla	*Geyer*
Chef Boy-Ar-Dee products	*Young & Rubicam*
American Molasses Co.	
Grandma's Molasses	*Hilton & Riggio*
American Sugar Refining Co.	*Ted Bates*
Appalachian Apple Service	*Gamble*
Appleberry Sauce	*The Rockmore Co.*
Armour & Co.	
Cheese, poultry, meats and sausages	*N. W. Ayer & Son*
Arnold Bakers Inc.	*Chas. W. Hoyt*
Austex Foods Inc.	*Fitzgerald*
Bachman Bakeries Corp.	*Aitkin-Kynett*
Bauer Ham	*R. M. Stocking*
B & M Foods	*John C. Dowd*
Beech-Nut Life Savers Inc.	*Young & Rubicam*
Best Foods Inc.	
Best Foods Mayonnaise	*Dancer-Fitzgerald Sample*
Fanning's Pickles	*Dancer-Fitzgerald-Sample*
Hellmann's Mayonnaise	*Dancer-Fitzgerald-Sample*
Nucoa Margarine	*Guild, Bascom & Bonfigli*
Rit Tints & Dyes	*Earle Ludgin*
Shinola Shoe Polish	*Earle Ludgin*
Blue Plate Foods Inc.	*Fitzgerald*
Borden Co. Inc.	
Borden's Evaporated Milk	*Young & Rubicam*
Lady Borden Ice Cream	*Young & Rubicam*
Borden's Instant Coffee	*Doherty, Clifford, Steers & Shenfield*
Starlac	*Young & Rubicam*
Boscul Coffee	*Tracy-Locke*
Bowey's Dari-Rich	*Sorensen*
Boyd Coffee	*Showalter Lynch*



"RAB will intensify its sales efforts in 1959 with the '120 Plan' and new presentations for car makers, gas-and-oil marketers and other categories," says Jack Hardesty, vice president and general manager of RAB.

Breast-O'Chicken Tuna Inc.	*Guild, Bascom & Bonfigli*
Breyer's Ice Cream	*Lewis & Gilman*
Brock-Hall Dairy Co.	*Charles W. Hoyt*
Brownell & Field Co.	
Autocrat Coffee	*Kastor, Farrell, Chesley & Clifford*
Buitoni	*Albert Frank-Guenther Law*
Butter-Nut Coffee	*Buchanan-Thomas*
B.W.B. Foods	
Grandma Brown's Home Baked Beans	*Flack*
Calavo Avocados	*Foote, Cone & Belding*
California Packing Corp.	
Del Monte Canned Fruits and vegetables	*McCann-Erickson*
Del Monte Orange-Apricot Drink	*McCann-Erickson*
Campbell Soup Co.	
Franco-American Spaghetti	*Leo Burnett*
Pork & Beans	*Needham, Louis & Brorby*
Soups	*BBDO*
Frozen Soups	*Leo Burnett*
Carey Salt Co.	*Dancer-Fitzgerald-Sample*
Carnation Milk products	*EWR&R*
Chalmer's Gelatine Corp.	*Weill*
Chun King Sales Inc.	*J. Walter Thompson*
Chock Full O'Nuts Coffee	*Grey*
Columbia Baking Co.	*Burke Dowling Adams*
Columbia River Packing Assn.	
Crab meat, tuna fish	*Richard K. Manoff*
Comet Rice Mills	*Grant*
Comstock Foods pie filling	*Gordon Best*
Contadina Tomato Paste and whole tomatoes	*Cunningham & Walsh*
Continental Baking Co.	*Ted Bates*
Corn Products Refining Co.	*Donahue & Coe*
Cross Baking Co.	*W. E. Long*
Cudahy Packing Corp.	*Bozell & Jacobs*
D'Arrigo Bros.	
Andy Boy Vegetables	*Robert F. O'Brien*
Dannon Yugurt	*Zlowe*
R. B. Davis Div. of Penick & Ford	
Swel Frosting	Samuel Croot
Cocomalt	*BBDO*
Dean Milk Co.	*Clinton E. Frank*
Deming's Salmon	*Honig-Cooper*
M. DeRosa Inc.	
Pope Brand Plum Tomatoes and Tomato Paste	*Durand*
Dorann Farms Frozen Foods	
Delmonico Potatoes	*Fred Gardner*
Bella Pizzarettes	*Fred Gardner*
Dubuque Ham, Bacon and Smoked Canned Meats	*Perrin-Paus*
Duffy-Mott Co.	
Mott's Apple Products	*SSC&B*
Clapp's Baby Food	*SSC&B*
Dulany Frozen and Canned Foods	*EWR&R*
Durkee's Coconut	*Meldrum & Fewsmith*
Ehlers Coffee, Tea and Spices	*Dowd, Redfield & Johnstone*
Esskay Quality Meat Products	*VanSant, Dugdale*
Eskimo Pie Corp.	*Cunningham & Walsh*
Mrs. Filbert's Mayonnaise and Margarine	*SSC&B*
Fant Milling Co.	*Crook*
Fisher Flouring Mills Inc.	*Pacific National*
Florida Citrus Exchange	*Joseph Jacobs*
Fluff-O-Matic Rice	*Rogers & Smith*
Folger's Coffee	*Cunningham & Walsh*
Food Fair Stores Italian Dressing	*Al Paul Lefton*
Foremost Dairies Inc.	
Dolly Madison Ice Cream	*BBDO*
4 Fisherman Frozen Fishsticks	*DCS&S*
Frenchette Salad Dressing	*Cohen & Aleshire*
Frito Co.	*EWR&R*
Fromme's Finest Coffee	*Platt & O'Donnell*
Fruit Industries Inc.	
Tropicana Orange Juice	*John L. Douglas*
General Baking Co.	
Bond Bread	*BBDO*
General Foods Corp.	
Instant Maxwell House Coffee	*Benton & Bowles*
Jell-O	*Young & Rubicam*
Swans Down Cake Flour and Mix	*Young & Rubicam*
Kool-Aid	*Foote, Cone & Belding*
Birds Eye Frozen Foods	*Young & Rubicam*
Log Cabin Syrup	*Young & Rubicam*
Certo and Sure Jell	*Young & Rubicam*
Instant Sanka	*Young & Rubicam*
Instant Postum	*Young & Rubicam*
Yuban Coffee	*Benton & Bowles*
Calumet Baking Powder	*Young & Rubicam*
General Mills Inc.	
Betty Crocker Cake Mix	*BBDO*
Cheerios	*Dancer-Fitzgerald-Sample*
Gold Medal Flour	*Dancer-Fitzgerald-Sample*
Hi-Pro	*Dancer-Fitzgerald-Sample*
Gerber Baby Foods	*D'Arcy*
Gill's Coffee	*Lindsey*

Girard's Canned Meats	*Direct*
Girard's Salad Dressings	*Heintz*
Golden Grain Macaroni	*McCann-Erickson*
Golden Mixes	*R. Jack Scott*
A. Goodman & Sons	*Doyle Dane Bernbach*
Good Humor Corp.	*MacManus, John & Adams*
Gordon Baking Co.	
Silver Cup Bread	*N. W. Ayer & Son*
Grand Union Co.	*L. H. Hartman*
Granny Goose Foods	*Brooke, Smith, French & Dorance*
I. J. Grass Noodle Soup	*Arthur Meyerhoff*
Gravymaster Co. Seasoning	*Croot*
Great Atlantic & Pacific Tea Co.	*Paris & Peart*
Green Giant Co. foods	*Leo Burnett*
S. Gumpert Co. Foods	*Rose-Martin*
Habitant Soup Co.	*Chas. F. Huchinson*
Halco Citrus Products	*Robert Hammond*
Hanover Canned Vegetables and Juices	*Arndt, Preston, Chapin, Lamb & Keen*
Hawaiian Pinapple Co.	
Dole products	*Foote, Cone & Belding*
Hawaiian Tuna Packers	*Richard K. Manoff*
H. J. Heinz Co.	*Maxon*
Heckman Biscuit Co.	*George H. Hartman*
Henri's Salad Dressings	*Mautner*
Heublein Inc.	
Anderson Foods	*Bryan Houston*
Sizzl-Spray	*Bryan Houston*
Hills Bros. Coffee	*N. W. Ayer & Son*
Diamond Crystal Salt Co.	*Duffy, McClure & Wilder*
Holloway House Frozen Foods	*Henri, Hurst & McDonald*
Horn & Hardart Restaurants and Retail Stores	*Clements*
Illinois Meat Co.	
Broadcast Brand Hash	*Arthur Meyerhoff*
Imperial Sugar Co.	*Tracy-Locke*
International Milling Co.	
Robin Hood Flour	*H. W. Kastor & Sons*
International Salt Co.	*BBDO*
Interstate Bakeries Corp.	*Dan B. Miner* (Cal.); *Potts-Woodbury*
IXL Food Products, Plan	*Heintz*
Jack's Tasty Snack Corp.	*Pritchard, Daniels & Dreher*
Junket Brand Foods	*SSC&B*
Keebler Biscuit Co.	*Lewis & Gilman*
Kellogg Co. Cereals	*Leo Burnett*
Kikkoman Soy and Barbecue Sauces	*D'Evelyn-Guggenheim*
Kitchens of Sara Lee cakes	*Cunningham & Walsh*
Kroger Co. meat products	*Campbell-Ewald; Campbell-Mithun*
Lance Crackers	*D'Arcy*
Land O'Lakes Creameries Inc.	*Campbell-Mithun*
Langendorf United Bread products	*Compton*
V. LaRosa & Sons Inc.	
LaRosa macaroni, spaghetti and pizza products	*SSC&B*
Lawry's Seasonings, Sauces, Dressings	*California A.A.*
Lay's Potatoe Chips	*Liller, Neal, Battle & Lindsey*
Lea & Perrins Sauces	*Croot*
Lever Bros. Foods Division	
Imperial Margarine	*Foote, Cone & Belding*
Spry	*Kenyon & Eckhardt*
Good Luck Margarine	*Ogilvy, Benson & Mather*
Lipton Soups and Tea	*Young & Rubicam*
Libby, McNeill & Libby	
Frozen Foods	*BBDO*
Little Crow Milling Co.	
Coco-Wheats	*Rogers & Smith*
Loma Linda Food Co.	
Gravy Quick	*Elwood J. Robinson*
Joe Lowe Corp.	
Popsicle	*Paris & Peart*
Luzianne Coffee	*Roman*
Malt-O-Meal Cereals	*Campbell-Mithun*
Manchester Biscuit Co.	*George H. Gartmen*
Mangels, Herold Co.	
King Syrup	*H. W. Buddemeier*
Martinson's Coffee Inc.	
Aborn Coffee and Instant	*Anderson & Cairns*
Jomar Instant Coffee	*Al Paul Lefton*
Jomar Espresso Instant	*Al Paul Lefton*
Martinson's Coffee and Tea	*Al Paul Lefton*
Mason Candies	*Ellington & Co.*
Manor House Coffee	*Earle Ludgin*
Mavar Shrimp and Oyster Co.	*Henri, Hurst & McDonald*
Maxwell House Coffee	*Benton & Bowles*
McCormick & Co. Teas and Spices	*Lennen & Newell*
Miami Margarine Co.	
NuMaid	*Ralph H. Jones*
Durkee's Margarine	*Ralph H. Jones*
Durkee's Salad Products	*Ralph H. Jones*
Louis Milani Foods	*Arthur Meyerhoff*
Milnot Milk Compounds	*McCann Erickson*
Milady Food Products Inc.	*Gore Smith Greenland*
Minnesota Consolidated Canneries	
Butter Kernel Foods	*Alfred Colle*
Min-Sun Trading Co.	*Arthur R. Mogge*
Minute Maid Frozen Orange Juice	*Ted Bates*
Morrell Meats	*Campbell-Mithun*
Morton Foods	*Crook*
Morton Frozen Foods	*Ted Bates*
Morton Salt Co.	*Needham, Louis & Brorby*
Mother's Cake & Cookie Co.	*Guild, Bascom & Bonfigli*
Mueller's Macaroni Products	*Calkins & Holden*
C. H. Musselman Co.	
Canned Goods	*Arndt, Preston, Chapin, Lamb*
Apple Sauce	*& Keen*
Naas Foods	
Vegamato Vegetable Juice	*Western A.A.; Edwin Meier & Sons (New York)*
Nalley's Inc.	
Lumberjack's Syrup	*Pacific National*
National Bakers Services Inc.	
Hollywood Bread	*Direct*

"Spot radio will have a great year in 1959, but only if we fight to make it so," says Frank Headley, outgoing president of SRA and president of H-R Representatives.



National Biscuit Co.	
Millbrook Bread	*McCann-Erickson*
Hometown Bread	*McCann-Erickson*
Snacks	*McCann-Erickson*
Ritz Crackers	*McCann-Erickson*
Nabisco Crackers	*McCann-Erickson*
Graham Crackers	*McCann-Erickson*
Dromedary mixes, fruits and peels	*Ted Bates*
Premium Crackers	*McCann-Erickson*
Shredded Wheat	*Kenyon & Eckhardt*
National Cranberry Assn.	
Cranberry Sauce and Juice	*BBDO*
National Dairy Products Corp.	
Cloverleaf Dry Milk	*N. W. Ayer & Son*
Breakstone Cottage Cheese	*N. W. Ayer & Son*
Sealtest Ice Cream	*N. W. Ayer & Son*
Sealtest Milk	*N. W. Ayer & Son*
Kraft Foods	*J. Walter Thompson*
Kraft products	*Needham, Louis & Brorby*
National Food Products	*Robert Kottwitz*
National Sugar Refining Co	
Jack Frost Sugar	*Young & Rubicam*
National Tea Co.	*Rutledge & Lilienfeld*
The Nestle Co.	
DeCaf	*Dancer-Fitzgerald-Sample*
Nescafe	*Bryan Houston*
Nestea	*Dancer-Fitzgerald-Sample*
Neuhoff Packing Co.	
Old Hickory Products	*Doyne A.A.*
New England Fish Co.	*Arthur Meyerhoff*
New Era Potato Chips	*Otto & Abbs*
Norwegian Frozen Fish Ltd.	*Creative Ad. Agcy.*
Ocoma Foods Co.	*Bozell & Jacobs*
Omar Inc. bakery products	*Fitzmorris*
Oregon-Washington-California Pear Bureau	*Pacific National*
Otoe Food Products Co.	*Buchanan-Thomas*
John G. Paton Co.	
Golden Blossom Honey	*DCS&S*
Penick & Ford Ltd.	
My-T-Fine Puddings	*BBDO*
Vermont Maid Syrup	*BBDO*
Brer Rabbit Molasses	*BBDO*
Pepperidge Farm Inc. products	*Ogilvy, Benson & Mather*
Pet Dairy Products Co.	*George I. Clarke*
Pfeiffer's Food Products Inc.	*BBDO*
Phillips Packing Co.	*W. D. Doner*
Prague Ham	*Ralph D. Gardner*
Pratt-Low Canned Fruits	*Garfield*

SPOT radio advertisers (Cont'd on p. 55)



Matthew J. Culligan
Executive Vice President

"Net billings were up 17 percent over 1957 figures. . . . By this time next year . . . more heretofore independent operators will affiliate."

NBC Radio Advertisers:

1958	1957	1949
133	125	68

1958 Advertisers

Academy of Motion Picture Arts and Sciences, *Allis-Chalmers Mfg. Co., American Dairy Assn., American Home Products Corp., *American Motors Corp., American Oil Co., †American Optical Co., †A.S.R. Products Corp., †American Tobacco Co., †American Tyrex Co., Amity Leather Products Co., *The Anahist Co., †Andrew Arkin Inc., Armour & Co., †B.T. Babbitt Inc., †*Behlen Mfg. Co., *Bell Telephone Co., *Billy Graham Evangelistic Assn., †The Bookmailer, Bristol-Myers Co., *Brown & Williamson Tobacco Corp., †Burlington Industries Inc., California Packing Corp., †California Pet Food Co., †Campbell Soup Co., †Carling Brewing Co., Carter Products Inc., †The Chap Stick Co., Chrysler Corp. —Dodge Div., Chrysler Corp.—for all makes, †Clinton Engine Corp., Commercial Solvents Corp., Curtis Circulation Co., †Dow Chemical Co., †Dowst Mfg. Co., †Dunlop Tire & Rubber Corp., †Edison Chemical Co., †Edison Electric Institute, †Elgin National Watch Co., *Evangelical Foundation Inc., Evinrude Motors, †*Ex-Lax Inc., †Florists' Telegraph Delivery Assn., Food Specialties Inc., Ford Motor Co., *Foster-Milburn Co., General Electric Co., General Foods Corp., General Mills Inc., †GMC Truck & Coach Div., General Motors Corp.-Buick, General Motors Corp.-Oldsomobile, *Gillette Safety Razor Co., †Great Atlantic & Pacific Tea Co., Grove Laboratories Inc., Gulf Oil Corp., †Heller-Sperry Inc., †*Hess & Clark Inc., Hygrade Food Products Corp., †Andrew Jergens Co., †Journal of Lifetime Living, †A. & M. Karagheusian Inc., Kiplinger Washington Agency Inc., Lehn & Fink Products Corp., Lever Brothers Co., †*Lewis-Howe Co., Libby, McNeill & Libby, Liggett & Myers Tobacco Co. Inc., †P. Lorillard Co., Lutheran Laymen's League, Mack Trucks Inc., †Magnuson Properties, †Mail Pouch Tobacco Co., †*B. Manischewitz Co., †Massey-Harris-Ferguson Inc., †Mennen Co., †*Midas Inc., †John E. Mitchell Co., †Mogen David Wine Corp., †*Morton Salt Co., †C. H. Musselman Co., *Mutual of Omaha, †Nestle Co., North American Van Lines Inc., †North American Accident Insurance Co., Northwest Orient Airlines, †Nylonet Corp., Olin Mathieson Chemical Corp., †Pabst Brewing Co., Parker Brothers Inc., †Pepsi-Cola Co., †Pharma-Craft Co., Philip Morris Inc., †*Plough Inc., †Procter & Gamble Co., †Purolator Products Inc., Q-Tips Sales Corp., †Quaker Oats Co., Radio Corp. of America, *Ralston Purina Co., †Readers Digest Assn. Inc., Rexall Drug Co., *R. J. Reynolds Tobacco Co., †Ruberoid Co., †Savings & Loan Foundation, Scholl Mfg. Co., †Scott Paper Co., †Simmons Co., Skelly Oil Co., †A. O. Smith Corp., Sterling Drug Inc., †Sterling Silversmiths Guild of America, †Studebaker-Packard Corp., Standard Brands Inc., *Sun Oil Co., Swift & Co., †Texas Co., †Time Inc.-Time Magazine, Time Inc.-Life Magazine, Twentieth-Century Fox Film Corp., †Universal C.I.T. Credit Corp., †United Insurance Co. of America, United Republican Dinners Committee, United States Steel Corp., Universal International, Vick Chemical Co., Vitamin Corp. of America, *Voice of Prophecy Inc., †Voice of Temperance Inc., *Waverly Fabrics, Whitehouse Co., †Wildroot Co. Inc., †William Wrigley Jr. Co.

NBC used * to denote 52-week advertisers and † for advertisers who were new to the network in 1958 (or absent for at least 1957 or before).



Arthur Hull Hayes
President

"The coming year is an important landmark in network radio's return to financial stability. . . . New PCP may well put the network in the black in 1959."

CBS Radio Advertisers:

1958	1957	1949
128	118	63

1958 Advertisers

*Allstate Insurance Co., Aero Mayflower Transit Co., American Bird Products, American Home Foods Co. Div. of American Home Products Corp., American Motors Corp., American Oil Co., American Tobacco Co., *American Tyrex Corp., American, Harris, Neville Co., Angostura-Wupperman Corp., *Armour & Co., Audivox Inc., Aulto Supply Co., Barbasol Co., Beech-Nut Life Savers Inc., Best Foods Inc., *Bristol-Myers Co., Calgin Co., California Prune & Apricot Growers Assn., *Carnation Co., Carter Products Inc., Chrysler Corp.-(Chrysler, Dodge, Plymouth), Chung King Sales Inc., *Clairol Inc., Colgate-Palmolive Co., Columbia LP Record Club, Committee on Political Education, Comstock Foods Inc., Congoleum Nairn Inc., Cowles Magazines Inc., Curtis Circulation Co., Domocratic Committee of New York, Dowst Manufacturing Co., Duffy Mott Co., *Dumas Milner Corp., E. I. du Pont de Nemours & Co., Democratic State Comm. of New York, Ex-Lax Inc., Dr. Peter Fahrney & Sons Co., Faultless Starch Co., Fifth Avenue Calon Laboratories Inc., Food Specialties Inc., *Ford Motor Co., Foster-Milburn Co., Garrett & Co., General Cigar Co., General Electric Co. Lamp Div., General Electric Co. Small Appliances, *General Foods Corp., General Mills Inc., *General Motors Corp.-Chevrolet Div., *General Motors-Delco Batteries, General Motors-Oldsmobile, General Motors-Cadillac, General Motors-GM Trucks, Gillette Co., Great Atlantic & Pacific Tea Co., Glacorene Inc., Gulf Guaranty Land & Title Co., *Grove Laboratories Inc., *Hartz Mountain Products Corp., Harvard College Pgm., Hearst Publications, Hertz Systems Inc., Home Insurance Co., Hudson Vitamin Products Inc., Insurance Co. of North America, International Ladies Garment Workers AFL-CIO, Jaguar Cars Inc., Johnson & Johnson, *Kendall Co. Bauer & Black Div., *Kiplinger Washington Agency Inc., *Kitchens of Sara Lee, Knouse Food Inc., Lehn & Fink Products Corp., *Lever Bros. Co., Lewis-Howe Co., Longines-Wittnauer Watch Co., Libby, McNeill & Libby, Liggett & Myers Tobacco Co., P. Lorillard Co., Mac Fadden Publications Inc.,

CBS (Cont'd)

Mc Call-Frontenac Oil Co., C. H. Masland & Sons Inc., Mennen Co., Mc Cullock Chain Saws, *Mentholatum Co., Miles Laboratories Inc., Mogen David Wine Corp., C. H. Musselman Co., National Education Assn., National Selected Food Products Inc., Nationwide Insurance Co., The Nestle Co., Niagara Therapy Mfg. Corp., The O'Brien Corp., Pepsi-Cola Co., Charles Pfizer & Co., *Pharma-Craft Co., Philip Morris Inc., *Plough Inc., Ralston Purina Co., Readers Digest Assn. Inc., Renfro Valley Country Store, Republican National Committee, R. J. Reynolds Tobacco Co., Savings & Loan Foundation Assn., Scientific Products Co., Scott Paper Co., *Sealy Inc., Seeman Brothers Inc., Shulton Inc., Singer Sewing Machine Co., Simmons Co., The Spring Air Co., A. E. Staley Mfg. Co., *Standards Brands Inc., Stanley Home Products Inc., Sterling Drug Inc., Sterling Silversmiths Guild of America, Studebaker-Packard Corp., Tetley Tea Co., The Texas Co., Time Inc., U. S. Steel Corp., *Weco Products Co., White House Co., *Wm. Wrigley Jr. Co.

CBS Radio used * to denote 52-week advertisers.



Edward J. De Gray
Vice President in Charge

"Network radio in 1959 will continue the upward swing which began about a year ago. . . . Network's affiliate line-up will grow."

ABC Radio Advertisers:

1958	1957	1949
89	98	68

1958 Advertisers

American Bird Food Mfg. Corp., American Cyanamid Co.-Farm & Home Food Div. Food Industry Dept., American Federation of Labor & CIO, Armour & Co., Assemblies of God, Bankers Life & Casualty Co., Beatrice Foods Co., Beltone Hearing Aid Co., Bristol-Myers Co.-Bufferin, Buitoni Foods Corp., Cadence Records Inc., Campana Sales Co., Carling Brewing Co., Christian Reformed Church, Chrysler Corp.-Chrysler, Chrysler Corp.-Dodge, Chrysler Corp.-Plymouth, Clairol Inc., Duffy-Mott Co., Dumas Milner Corp., Ex-Lax Inc., Fred Fear Easter Egg Color Co., Florida Realty Bureau, Food Specialties Inc., General Foods Corp.-Calumet, General Foods Corp.-Post Cereals, General Foods Corp.-Perkins div., General Mills Inc., General Motors Corp.-Cadillac, General Motors-Chevrolet, General Motors-GMC Truck Div., General Motors-Pontiac, Glamorene Inc., Gospel Broadcasting Assn., Billy Graham Evangelistic Assn., Grove Laboratories Inc., Gulf Guaranty Land & Title Co., Harrison Home Products, Highland Church of Christ, Hudson Vitamin Products Inc., Kiplinger Washington Agency Inc., Kitchen Art Foods, Knox Gelatine, Kretchmer Corp., KVP Co., Lever Bros. Co.-Breeze, Lever Bros. Co.-Dove, Lewyt Corp., Liggett & Myers Tobacco Co., Little Craft, Magla Products Mentholatum Co., Midas Muffler Co., Miller Brewing Co., C. H. Musselman Co., National Brands div. Sterling Drug Inc., Niagara Therapy Mfg. Co., Nylonet Corp., Olson Rug Co., Pepsi-Cola Co., Chas. Pfizer & Co., Philco Corp., Pioneer Industries Inc., Plough Inc., Puritron Corp., Radio Bible Class, R. J. Reynolds Tobacco Co., Oral Roberts Evangelistic Assn. Inc., Rust Craft Publishing Co., Sandura Co., Savings & Loan Foundation Inc., Scholl Mfg. Co., Sleep Eze Co., Standard Brands Inc., Standard Oil Co., Sterling Drug Inc., Toni Co. div. of Gillette Co., Twentieth Century-Fox, U. S. Pharmacal Co., U. S. Pool Corp., U. S. Steel Corp., Van Nuys Savings & Loan Assn., Voice of Prophecy Inc., Western Airlines Inc., J. A. Wright Co., William Wrigley Jr. Co., World Traveler's Club, World Vision Inc., Dr. Thomas Wyatt.



Blair A. Walliser
Executive Vice President

"The fate of network radio for the next 25 years will be decided in 1959. . . . The modern network is the partner of the local station."

Mutual Advertisers:

1958	1957	1949
67	83	54

1958 Advertisers

America's Future, Armour & Co., American Telephone & Telegraph, Baltimore Tabernacle, Beltone Hearing Aid, Benrus Watch Co., Bon Ami, Bristol-Myers Co., Christian Reformed Church, Christmas Club, Colgate-Palmolive Co., Consumer Drug Co., Chrysler Corp., Dawn Bible Students Assn., d-Con Co., div. of Sterling Drug Co., Diversified Cosmetics, Dumas Milner Corp., Equitable Life Insurance Co., Ex-Lax Inc., Fawcett Publications, First Church of Christ, Scientist, General Electric Co., General Foods Inc., General Motors Corp., General Motors Corp.-Pontiac, Billy Graham Evangelistic Assn., Guerlain Inc., Heinz Foods, Hudson Vitamin Corp., Kraft Foods Co., Lanolin Plus Co., Lehigh Acres, Lever Bros., Liggett & Myers Co., Lipton Tea, P. Lorillard Co., Lutheran Laymen's League, MacFadden Publications, National L. P. Gas Council, Nestle Co., Niagara Therapy Co., North American Accident Insurance Co., Nylonet Corp., Peter Paul. Pepsi-Cola Co., Pharmaceuticals Inc., Philco Corp., Quaker State Oil Refining Co., Radio Bible Class, Readers Digest, R. J. Reynolds Tobacco Co., Savings & Loan Foundation, Scranton Lace Corp., Seeman Brothers, Sleepeze Co., Spring Air Mattress Corp., Sterling Drug Co., Street & Smith Publications, Studebaker-Packard Corp., Symphony Electronics Corp., Trifari, Crussman & Fishel Inc., Twentieth Century-Fox, Voice of Greece Inc., Voice of Prophecy, Whitehouse Co., Wings of Healing, Word of Life.

What Stations Want To Know About Time Buying

Five categories of questions that ask: 'How are buys made?'



What's on the mind of radio station management today? For the advertiser or agency who wants to be really attuned to the media he buys, the answers are important. If you know what questions the station man has, you're in

53 KEY QUESTIONS

Programming

1. How much actual research into a station's program image is done before making a buy?

2. What is your feeling with regard to the trend toward specialization of radio station programming?

3. Do you feel station personalities are doing an effective selling job? How could they improve?

4. I do the adult audience bit in musical programming. Are timebuyers hypocrites when they salute me for playing music they personally prefer and then buy the r&r station?

5. Why won't more agencies allow us leeway in producing local commercials, that is, those of us with major facilities in big markets.

6. What are we as stations not doing that will make some of our so-called marginal periods more attractive to advertisers?

7. New York radio stations are way behind the times in my opinion so buyers don't hear the fresh new ideas we're thinking up in the Southwest. Don't you think that agencies ought to have a "new radio ideas" meeting once a month to familiarize themselves with what's going on elsewhere?

Ratings

1. Do most agencies pay much attention to station cumulative audiences in their buying? Our station reaches 72 percent of all the families in our market each week, Pulse says, which is better than any other medium.

2. Are media buyers relying less on audience index surveys where other market data is available?

3. Lots of agency timebuyers say in print that ratings aren't the reason they buy one station over the other. I find that ratings are 90 percent of the reason we don't get business. What's the real story?

4. I'm in a market of 50,000. How often should I have an audience survey made to assure buyers that they are getting frequent enough information about audience?

5. We received nearly 100,000 pieces of mail in one month. Our ratings in the market are still second though. How much weight would you give this huge audience response when you evaluate the stations in our market of less than 400,000?

6. We serve a big suburban market and are dominant in it. The market is big enough to rank in the top 10 by itself. Other stations from still larger cities get in there. Is there any hope for us getting national business, which now seems to go mostly to the stations in other cities?

Media and Market Planning

1. One of the things we can't understand about spot buying is that the advertiser may buy 400 markets for newspaper but only 50 for radio. What's the thinking that goes on in the agency that makes for this situation?

2. The average person spends about a half hour or more reading the daily newspaper. Within this half hour they are often exposed to several ads of competing products—many instances five or six or more. If time is such an important factor in "protection," why isn't more said about newspaper multi-advertising impressions all within a brief half hour?

3. Do you have some rule of thumb for comparing the relative merits of newspapers and radio in a market? For instance, do you have a list of markets where because newspaper coverage is low you must buy radio?

4. When radio produces results with a saturation spot campaign—why don't more clients continue with a smaller schedule of spots on a regular or permanent basis?

5. In big markets like ours we feel that the account executive ought to participate in discussions with us as well as the media buyers. When a deal costs $25,000, shouldn't the account man get into the act more?

6. How complete are buyer's instructions on marketing factors on product—who buys? peak shopping periods?

7. What is the length of most market lists that your agency buys? I'm in a market that ranks about 75th and most national spot buys don't seem to filter down to our level.

8. Is the trend toward buying a spread of stations in big markets—three or four that add up to 25 to 35 percent share of the audience—or in the direction of one big station?

9. It is our contention that many "smaller market" stations actually serve an audience larger than many metropolitan stations where the pie is cut so thin. How to get this across for national business?

10. Both in network and spot we seem to have low cost per thousands, lower than any other media. So on a figures basis

a mutually advantageous position to talk his language.

The questions below reflect the gripes, the frustrations, the doubts and the wonderment of station management at the year's end as it seeks to improve its working relationship with agencies. They were asked by station men of agency media buyers at the Radio Advertising Bureau Inc. Media Buyers' Roundtable, held late in 1958 at the Waldorf-Astoria in New York (see December 1958 issue).

Never revealed previously, the questions reflect both perennial problems and up-to-the-minute developments. The questions were posed to media buyers and executives at the RAB roundtable in an effort to provide station men with an opportunity they rarely get: Namely, to talk at leisure to buyers about general issues rather than their own station's facilities.

The questions station management asked agency media buyers fell chiefly into five broad categories.

Ratings, programming, media and market planning, timebuyer problems, promotion and merchandising, and general questions on station-agency matters.

Conclusions

According to RAB officials who made the questions available to U.S. RADIO, these were some of the conclusions growing out of discussions the questions evoked:

- Buyers feel direct mail from radio stations is of extremely limited value. They welcome up-to-date market information, particularly in easy-to-file form.
- Buyers want recent ratings from stations but will buy on the basis of older figures where they have to, depending upon circumstances.
- In general, station executives should try to "learn the ropes" in dealing with agencies. Much frustration could be eliminated if those station people who are not experienced in national-level contact made an effort to brief themselves on how agencies operate. Checking the representative, reading trade papers—and attempting to understand the man on the buying side—were all stressed as important at a number of tables where the subject came up for discusion. • • •

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radio should get the nod in media planning. Why, in your opinion, doesn't it more often?

11. Daytime television seems to be getting more business this year from agencies than last, although the figures in our market clearly show that we reach more families and more adults than it does at a fraction of the cost. Who's on first?

12. What is your opinion on single rate card (one for national and local accounts) and what are media buyers doing to promote this if favorable?

13. If we try to standardize our discounts with other stations what would you recommend—the traditional 13, 26, 52 or in multiples of 100 or what?

14. The average morning "drive time" listener is out of the buying audience for many products anywhere from 3 to 9 hours. How come agencies insist on this time period rather than picking availabilities which will (a) hit the customer most apt to buy (b) hit them at a time nearest to buying opportunity?

15. How are dollars allocated to markets? Who decides?

16. Network radio seems to deliver audience in the eight figures for a few thousand dollars a week. What do you think is holding network back from greater acceptance?

17. When a company purchases national network campaigns, is there real consideration on special co-op so the local man may add to frequency on local network station?

18. Do you have any accounts buying nighttime radio? What's your own personal opinion of the value of nighttime radio?

19. Do you anticipate more summer buys this year? If not, when do you think the breakthrough will come?

20. Is the entire budget usually committed or are some dollars held back to stress specific markets at a later date?

21. Does having a local broker recommend a station do it any good? Our experience has been that sometimes this seems to make the agency mad and we lose the business.

22. I know all station managers say "my market is different" but what can be done to sell the client or the agency boss on sending media people out for a first-hand look and listen at stations in various markets.

Timebuyer Problems

1. What are the biggest headaches stations give you?

2. What are five main factors a media buyer looks for in selecting a station?

3. What kind of information other than ratings do you want from stations?

4. What is the simplest, most direct method of approaching media buyers on an individual account?

5. How many changes are made in the average buy—after stations have been picked?

6. Can't something be done to simplify the paper work on both sides of the desk when a national spot order is placed?

7. How do you, yourself, judge frequency? What's an adequate number of spots for saturation by market size?

8. Does a representative salesman run the risk of being "hurt" on other buys and other stations if he goes over the buyer's head on a specific buy?

9. If I put together a "big pitch" for an agency, what should the maximum length be?

10. How far in advance of a "season" do you start your picking of markets and getting availabilities?

11. I'm one of six stations in a market of 250,000. Is it worthwhile for me to try to set up an easel presentation with most agency timebuying departments when I come to New York so I reach all buyers at once?

12. What can stations and representatives do to improve their service to the time-buyers?

Merchandising and Promotion

1. How important is merchandising in selecting a radio station?

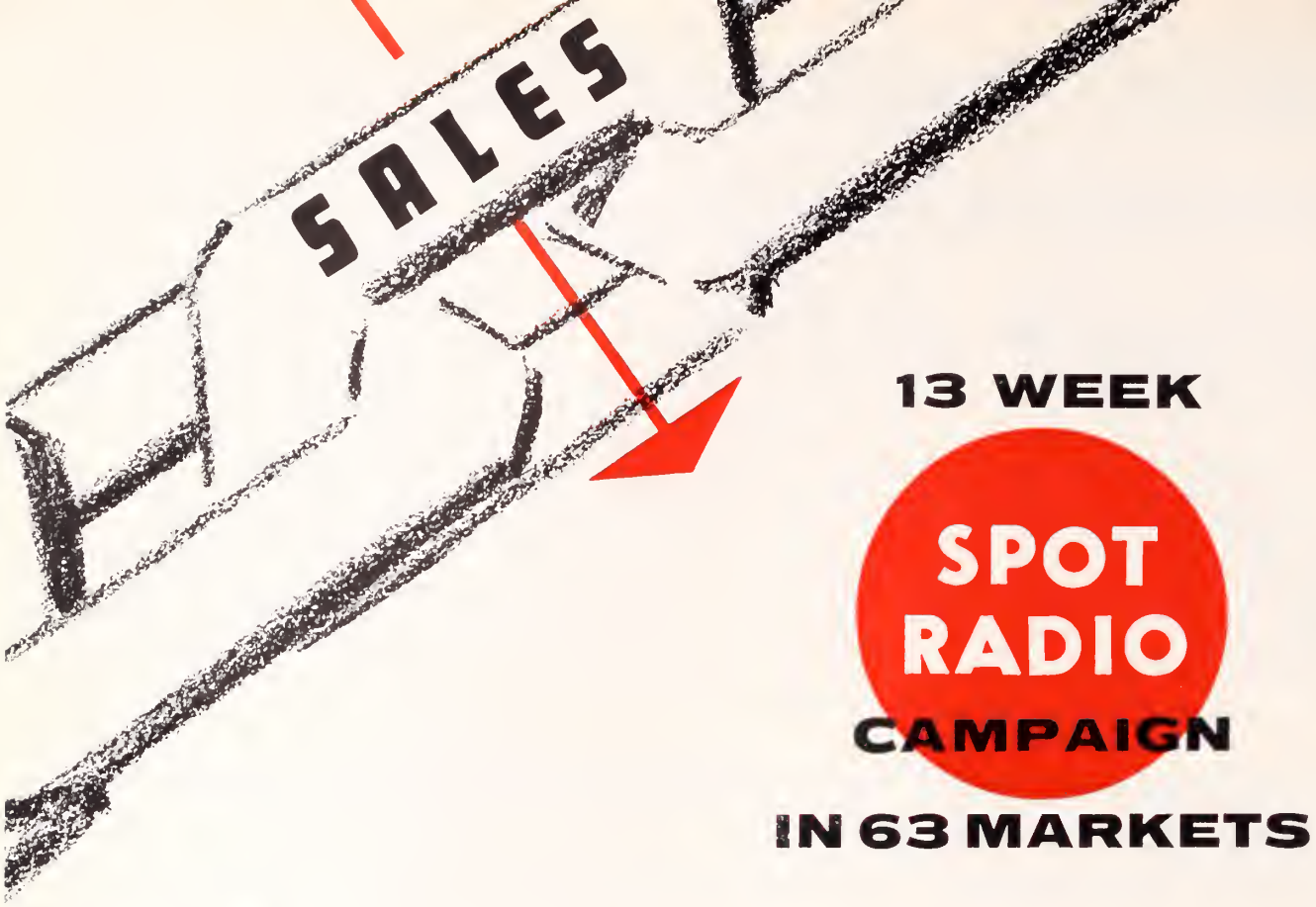
2. Have you ever bought a station because of its merchandising policies rather than its audience or ratings?

3. How much attention do you pay in buying to rating-week stimuli that ours and other stations use like treasure hunts, jackpots, audience-buying devices like that?

4. Do you feel it's wise for stations with representatives to conduct direct mail campaigns aimed at timebuyers?

5. What are the main mailing pieces a media buyer keeps in a station file?

6. How does a smaller market radio station make itself known to buyers of national and regional advertising time without prohibitive expense?



Homelite's Operation Radio Forges Strong Sales Link

Here's proof it's more than an old *saw* that "radio sells."

One of the country's leading saws manufacturers—the Homelite division of Textron Inc.—ventured into radio for the first time last fall on a nation-wide basis to help introduce a new chain saw. The 13-week national campaign coupled with an all-out promotion effort by stations resulted in 22 out of 25 district offices going over their quota in selling the new model Zip. The average sales percentage is running 114 percent of the quota.

In addition, many of the parent company's dealers were sufficiently impressed with the results to continue with radio on their own for an additional 13 weeks which is still in progress. This media effectiveness is expected to bring radio into prime consideration for a similar campaign by the company this year.

To reach the new Zip's potential customers, Homelite decided to buy farm stations across the country, concentrating on farm director programs. Spending approximately $75,000 on a 13-week campaign beginning in September, states Phillip J. Halperin, assistant advertising manager, Homelite purchased 65 stations in 63 chiefly farm areas throughout the country.

This relatively brief but intensified radio drive accounted for approximately 17 percent of Homelite's $450,000 total annual advertising budget.

The spots were one minute in length as a general rule and were aired five or six days per week, the number of spots varying from market to market. They consisted of a singing commercial with room for



Outlining plans for part of the radio campaign on eight PGW-represented stations are (left to right): J. H. Maxwell, advertising-sales promotion manager of Homelite; W. E. Johnson, assistant advertising manager; Sam Henry, radio account executive of Peters, Griffin, Woodward Inc., and P. J. Halperin, also assistant advertising manager. Principally early morning times were used.

live announcer copy, usually suggesting the listener contact the local dealer through the yellow pages.

"This 'operation radio' and the resulting tie-ins definitely helped to stimulate sales and particularly aided us in getting saws into dealers' stores," declares Mr. Halperin, whose company headquarters in Port Chester, N. Y.

The use of radio—the mass medium—to sell as expensive and specialized a product as a chain saw represented an advertising experiment for the manufacturing firm, which claims to have ranked first in saw sales in 1957.

"Previously we had relied largely on local newspapers, farm journals and national magazines to sell our products," Mr. Halperin states.

"We had, however, been thinking about radio for quite some time, so that when we drew up plans to bring our new Zip model into the market last August we decided that the moment had come to include the sound medium in our budget," he explains.

Mr. Halperin states that Homelite and its agency, Sutherland-Abbott, Boston, believed that radio could help sell Zips to the special types of persons in the market for one-man chain saws.

"The Zip," he explains, "is made principally for farmers, fishermen, campers, hunters and ranch owners —as opposed to the heavier models, also made by Homelite, that professional lumbermen employ.

"The saw is the lightest of its type (weighing approximately 18 pounds) and is more than powerful enough to do the jobs required by these men," Mr. Halperin declares. "While we believe it is the best saw of its kind on the market, it is not the cheapest, priced at $169.95. So we had a real selling job to do."

Early Morning

Wherever possible, Homelite bought early morning (five to six a.m.) shows to catch the farmer before he started his day's work. Farm director programs were preferred because of the prestige these men enjoy among the agriculturists in their areas. Homelite also hoped to pick up listeners among sportsmen who are often out driving in the early morning.

"We selected one station per market on the basis of both power and the following of the particular farm director," says John Spafford, associate account executive at Sutherland-Abbott.

"The campaign consisted of two weeks on the air and one week off, with 250 Homelite dealers supporting the schedule with spots of their own. The dealers often bought adjacencies to our own spots to give the national commercial local identification. In addition, while we were off the air they frequently bought time both on the station selected by Homelite and on other stations in the area," he says.

In addition to its 2,600 dealers, Homelite has 70 branch offices across the country, many of which similarly aided the parent company's radio usage. (The branch and district offices sell Homelite products to both the consumer and the franchised dealers who usually carry many types of farm equipment in addition to saws.)

Many of the dealers, Mr. Halperin reports, because of the results of the campaign, continued to use radio on their own for the following 13-week period, now in progress.

NAB LIBRARY



Charles E. Brown, account executive.



John S. Spafford, account executive.

Dealers and branches are free to initiate whatever advertising they wish in behalf of Homelite, and are allowed by the parent company up to one percent of their sales in co-operative advertising money.

There were several indications, according to Mr. Halperin, of the success of the radio campaign. For example, as soon as it got into full swing, dealers started to re-order Zips at an unusually rapid rate.

Also, in a contest among salesmen in district offices to see who could sell the most Zips, 22 out of 25 districts went over their quota with some districts not reporting as yet. Between 85 and 90 percent of these sales were made to dealers, states Mr. Halperin, and the average sales percentage is now at 114 percent of the quota.

According to Sutherland-Abbott's Mr. Spallord, one of the biggest factors in the campaign's success was the merchandising and promotional support given by the stations to Homelite.

"The stations went all out for us, with at least half of them sponsoring contests for us in addition to our spots," he says. "The farm directors were also very cooperative, appearing for us at fairs and discussing Zips with many individual farmers in their areas."

The contests varied as to type, but the prizes were always free Zips given by Homelite.

One of the most popular versions was the "Why I'd like to own a Homelite Zip saw" contest, with entry blanks available at the local dealer. A typical spot—this one run by WDBJ Roanoke, Va.—went like this:

Men—if you could use a chain Zip saw that does a day's work in minutes, you'll be interested in the WDBJ radio Homelite Saw contest, the prize a chain Zip saw worth $169.95. Just look in the yellow pages of your phone

Homelite's Radio Campaign

Portland, Me.	WCSH
Lewiston, Me.	WLAM
Bangor, Me.	WLBZ
Burlington, Vt.	WCAX
Boston	WBZ-WBZA
Hartford, Conn.	WTIC
Binghamton, N. Y.	WNBF
Schenectady, N. Y.	WGY
Syracuse, N. Y.	WSYR
Harrisburg, Pa.	WHP
Philadelphia	WCAU
Richmond, Va.	WRVA
Roanoke, Va.	WDBJ
Savannah, Ga.	WSAV
Jacksonville, Fla.	WMBR
Orlando, Fla.	WDBO
Live Oak, Fla.	WNER
Detroit	WJR
Escanaba, Mich.	WDBC
Paul Bunyon Network (Michigan)	
Traverse City	WTCM
Petoskey	WMBN
Cadillac	WAAT
Alpena	WATZ
Gaylord	WATC
Louisville, Ky.	WKLO
Cincinnati	WLW
Chicago	WLS
Madison, Wisc.	WKOW
Peoria, Ill.	WMBD
Green Bay, Wisc.	WBAY
Minneapolis	WCCO
Duluth, Minn.	WEBC
Kansas City, Mo.	KMBC-KFRM
Tulsa, Okla.	KVOO
Ft. Worth	WBAP
Houston	KPRC
Seattle	KING
Spokane, Wash.	KNEW
Portland, Ore.	KEX
La Grande, Ore.	KLBM
Klamath Falls, Ore.	KFJI
Bend, Ore.	KBND
Sacramento, Calif.	KFBK
Fresno, Calif.	KFRE
Wheeling, W. Va.	WWVA
Charleston, W. Va.	WCHS
Buffalo, N. Y.	WBEN
Raleigh, N. C.	WPTF
Charlotte, N. C.	WBT
Knoxville, Tenn.	WNOX
Memphis, Tenn.	WMC
Nashville, Tenn.	WSM
Little Rock, Ark.	KARK
New Orleans	WWL
Shreveport, La.	KWKH
St. Louis	KSTL
Jefferson City, Mo.	KLIK
Hannibal, Mo.	KHMO
Decatur, Ill.	WDZ
Omaha	KFAB
Des Moines	WHO
Montgomery, Ala.	WBAM
Atlanta	WSB

book for the nearest Homelite dealer, get your entry blank and fill it out. You could be the winner.

After the contest, which was judged by the station, had been decided, the winner was often interviewed in a testimonial for Homelite by the farm director.

Other types of contests included farm safety competitions and wood cutting matches. In several instances, the contests generated such local interest that stations took over their town auditoriums for the presentation of the saw and broadcast remotes covering the event.

The huge job of coordinating station, dealer and branch efforts with those of the parent company in both contests and the spot campaign was undertaken by the agency, which especially encouraged the dealers and farm directors to exert themselves on behalf of Homelite.

Charles Brown, account executive, headed these activities with the assistance, among others, of Mr. Spafford and Miss Joanne Barbour, assistant radio-tv director.



An example of the many contests held by radio stations is this one by WSB Atlanta. R. A. McMillan (l), station farm director, and E. W. McClellan (second from l), Homelite district manager, present a new Zip to winner of WSB's contest, A. S. King. At far right is Tom Ross, Homelite dealer of Buford, Ga.

Local Touch

Included in its efforts, the agency provided dealers with several types of locally oriented commercial copy to be used in conjunction with the parent firm's singing commercial, which follows:

You should see the saw
The Homelite Zip saw—
it's the handiest,
dandiest, most economical, most dependable
saw you've ever seen.
If you're a rancher,
farmer, camper or
hunter, you will surely
agree
The Homelite Zip saw is
the handiest, The
Homelite Zip saw is the
dandiest chain saw you
ever did see.

Dealers used the jingle in two versions. The first was 36 seconds long, introduced by announcer copy also on the disc. The other 24 seconds comprising the minute spot were filled in by the local announcer or farm director. The second version was 15 seconds long and consisted of the last phrase of the complete commercial. Dealers chose on the basis of the length of time they wanted for their local announcement. Two dealers in neighboring cities would often buy joint commercials.

In addition, Sutherland-Abbott provided a clearing house of information about the various contests enabling stations and dealers to choose those best suited to their own customers and sections of the country.

"Our use of radio—both in the commercials and the supporting contests—has been most satisfactory," declares Homelite's Mr. Halperin, "and we believe radio's future with us is bright.

"The sound medium's flexibility and the believability of words spoken by a respected personality are two qualities that make it suitable for Homelite. Another factor is that in outlying farming areas where newspapers often fail to reach, almost everyone does have a radio. In this way we feel that in some cases we are able to contact persons who are difficult to reach with other media."

An example of the specific programs and times used by the parent company in its campaign and contests are: *Farm Front*, 6-6:30 a.m., Mon.-Fri., with Harry Hinkley over WHP Harrisburg, Pa.; *Rural Digest*, 5:45-6:30 a.m., Mon.-Fri., with Amos Kirby over WCAU Philadelphia; *Farm News*, 5:50 a.m., Mon.-Fri., with Dean Adams over WNBF Binghamton, N. Y.; *Chanticleer*, 6:15-7 a.m., Mon., Wed., Fri., with Don Tuttle over WGY Schenectady, N. Y.; *R.F.D. Time*, 5-7 a.m., Mon.-Sat., with Deacon Doubleday over WSYR Syracuse, N. Y.; *Choretime*, 6-6:45 a.m., Mon., Wed., Fri., and *Everybody's Farm*, 11:30-12 noon, Tues. and Thurs., with Bob Miller over WLW Cincinnati, and the *Red Kirk Show*, 5-6 a.m., Mon.-Fri., over WKLO Louisville, Ky.

Homelite was started 30 years ago, not as a saw firm, but as a manufacturer of generators to light the home —hence the company name. The firm's current president, J. Allan Abbott, who is also an engineer, was instrumental during Homelite's early days in improving the generator's design and increasing company sales. In 1949, Homelite adapted its engine to produce its first chain saw and has been striving ever since to make the world's lightest, speediest and most efficient models for all purposes. The firm continues to produce generators.

Homelite, through this initial radio trial, is more than convinced of the medium's ability to sell a relatively high-priced item to a specialized audience. • • •



1959 Commercials:

Hard Sell With

Trend continues in favor of music. Humor to stay but with more sell

What's that tune you're humming under your breath?

Could be it's not on the jukebox or in your record collection and nobody sings it at the Met, but it's a "hit" nonetheless—the latest singing commercial to catch your fancy.

Is it selling the product?

That's a question which prompts provocative comment from creative directors at five major advertising agencies reportedly having a combined total of $46.7 million in radio billings.

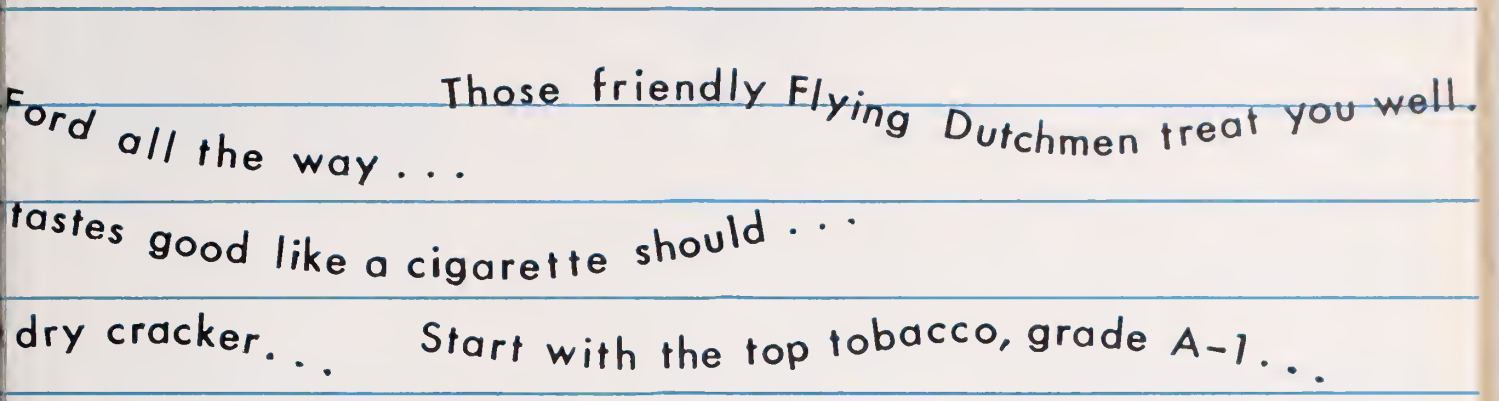
In interviews with key creative people at J. Walter Thompson, McCann-Erickson, Kenyon & Eckhardt, Foote, Cone & Belding and Erwin Wasey, Ruthrauff & Ryan, U. S. RADIO has tuned in on a lively discussion of trends (timewise and stylewise) for commercials in 1959.

The consensus: Music is first on the advertisers' hit parade. Humor, on the upswing for the past several years, will continue to grow in usage—but with a difference. All in all, there will be increasing "hard sell" with a velvet touch.

Timewise, minutes are the main choice as music becomes increasingly a prime ingredient. With radio growing in demand as an advertising buy, availabilities will of necessity determine length to some extent, but as one agency spokesman says, "The best commercial will always be the one that's long enough to do the job required."

Expanding on the theme of music, agency people estimate "harmony will prevail" in two out of three commercials this year. Emphasis will be on *quality* production, underscoring the selling message with everything from the voice of a top recording star singing in your ear to a 35-piece orchestra thrumming unobtrusively in the background. JWT experts go so far as to predict cha-cha will be *the* rhythm for 1959 commercials—the agency has conducted its own research of the popular music field, and concludes that cha-cha and other Latin American beats will boom to peak sales next month. Commercials, the agency believes, will follow the maracas soon after.

Regarding humor, representatives from the five agencies believe the light-hearted approach typified by such characters as Bert and Harry (for Piel's Brothers beer in the



Velvet Touch

East) is due for a shift in emphasis —away from subtlety toward a positive identification that gives the laugh a secondary (and purely supporting) role to the merchandise. "Off-beat" humor, according to the interviewees, has lost its impact and must make way for a new approach to selling the product.

Emphasizing the role of music, Joe Stone, vice president and a copy group head on the Ford account, JWT (an agency that last year put an estimated $12 million into radio billings), declares: "There's hardly an advertiser with our company who wouldn't prefer to use a musical commercial in preference to any other kind, except in the case where there's a complicated story to tell—and even then we've used music as a backdrop for straight narration. From 90 to 95 percent of the clients at our New York office use jingles.

"In my opinion, singing commercials of high musical quality, well arranged and well produced, will become more and more prevalent in 1959, with cha-cha as the most popular beat."

Says Margot Sherman, vice president and chairman of the creative plans board at M-E (with an estimated $15 million in radio billings in 1958): "We regard music as an important creative element which can be used as deftly and with as much impact as visual art. We're in the rather unique position of having a number of people on our staff who write both words and music—they *think* in terms of music in producing well-integrated, purposeful singing commercials.

"The trend is definitely continuing toward music, which has the qualities of *impact, memorability, mood* and *emotion* so important in a selling message."

Says Marjorie Greenbaum, vice president and copy group head at FC&B (with a reported $7 million in radio billings): "A great attempt has been made at humor recently, too—there was a definite swing to it about a year ago, stemming in part from the listeners' appreciation of the 'Titus Moody' series for Pepperidge Farm products.

"The trend is always toward something that's really good. The danger is in following a copy trend to be fashionable rather than designing a commercial to fit a particular product and problem."

Says Doug MacNamee, vice president and radio-tv creative director at EWR&R (with 1958 radio billings estimated at $5.5 million): "Music has special advantages—and limitations. Using an established tune, and using it with originality, can stretch a limited budget, carry great emotional and recognition impact for a particular age group or region, and relate the product to an established theme or mood. It can also, if handled tritely, be useless as a selling tool.

"Music is being used increasingly to back the whole commercial—and sound effects are due for more and better application."

Says Howard Wilson, vice president and copy director, K&E (which last year placed an estimated $7.2 million in radio advertising): "Singing commercials are becoming so predominant that we're getting a little tired of them. Music is memorable—up to a point. But with so many commercials being sung now, and more jingles in the offing, the time may be ripe for speaking.

"The style of humor has become cliche, too. The 'off-beat', which most creative people like to write, has become 'on-beat' because it's so common. Our problem is to con-

struct each commercial as imaginatively as possible so that it is fresh and different and memorable and *selling*—whether musical, humorous or narrative."

Taking up Mr. Wilson's question of whether the recent numbers of humorous commercials serve a selling purpose or just echo one another, Miss Greenbaum comments that occasionally they come perilously close to making fun of the product and its



Joe Stone
J. Walter Thompson



Margot Sherman
McCann-Erickson

salesmen.

"Some writers are forgetting the product image," adds Tom McDonnell, director of broadcast planning at FC&B. "Their humor may entertain, but does it prompt someone to buy? Most people don't joke about spending money."

Using the Titus Moody commercials as an illustration of sound use of humor, he points out that the listener is amused by Moody's character but at the same time gets the impression he's an expert on farm products. "As an astute farmer, he's identified with the milk, butter and flour which go into Pepperidge Farm baked goods," Miss Greenbaum explains. "And although *he* obviously underestimates the city dweller's appreciation of flavor and food values, the people who bake the bread don't. Moody's humor in every way points up the quality of the product and producer."

FC&B doesn't use "humor per se" in commercials, Miss Greenbaum says. "We take each problem as it comes along. If the solution requires humor, we use it."

Mr. Stone believes that "talking commercials" will more and more embody humor directly related to selling the product, and cites the use by Ford of Ed Gardner's familiar phone chats with Duffy. "In a forthcoming commercial, for instance," he says, "the comedian will describe a styling feature by pointing out that the roof of a Ford shields the passenger from the sun, while a competitive model 'lets you bake like a peasant under glass.' "

All good creative people know the value of humor, Miss Sherman maintains. "Well done, it's telling and universal in appeal—like the Will Rogers variety," she continues. "But that kind of humor takes a very skillful hand to fashion. And in advertising it must also answer the selling objective.

"What is 'good advertising'? Obviously it's the kind that helps a client solve some of his problems. The objectives can change tremendously over the years to cope with introducing the product, meeting the competition and tackling all other problems of marketing that affect sales.

"There is no *formula* for creative thought in meeting the needs of any client."

Bringing the subject back to music, Mr. MacNamee describes the evolution of an EWR&R singing commercial for KLM. "A survey indicated that Americans have a warm feeling for Holland, associating that country with a friendly atmosphere," he says. "We wanted to develop the same feeling for KLM, so we related the commercial directly to Holland by opening with barrel organ music recorded in the streets of Amsterdam. The copy refers to "friendly music, friendly people." Lyrics keyed to the Dutch tune point out that KLM is 'the Royal Route to ev'rywhere' and wind up assuring the listener that 'those friendly Flying Dutchmen treat you well.' "

(Mr. MacNamee, incidentally, wrote both the American-adapted music and the lyrics for this commercial.)

Gone are the days, Mr. Stone says, when a recording group marched into the sound studio and produced a singing commercial with only a lead sheet as a guide.

"We've learned a great deal from the recording people," he points out. "Singing commercials today are frequently fine recordings, comparable in technique and production to the ones you buy and take home.

"Notice the use of 'musical figures' in a good singing commercial—just one of the aural lessons we've learned from recording arrangers. For instance, 'Winston tastes good like a (plink, plink)'—that instrumental plink-plink is as important as words in the whole composition. It gives the listener's mind time to 'take a breath.' "

Regarding quality, Mr. Stone mentions Ford's use of Mitch Miller, Percy Faith and other leading musicians in recording its commercials. For a complicated straight narrative on Ford's economy features, the agency called in a 35-piece orchestra just to play a special arrangement "under" the speaker's voice, thereby "lifting an announcement that might have sounded heavy to a bright quality plane," Mr. Stone says.

Anticipating cha-cha as the rhythm for 1959, Ford will soon release a cha-cha tempo commercial to take advantage of the rhythm's popularity. "In this business we sometimes have to predict what the record industry itself doesn't yet know," Mr. Stone adds. "We were auditioning cha-cha tunes more than a month ago. What tipped us off was the kids' torrid interest in this beat versus 'rock.' "



Marjorie Greenbaum
Foote, Cone & Belding



Tom McDonnell
Foote, Cone & Belding

Turning a slightly deaf ear to singing commercials, Mr. Wilson considers them overworked—but expects they'll be used even more wide-



Doug MacNamee
EWR&R



Howard Wilson
Kenyon & Eckhardt

ly in the coming year. "A jingle can be the easy way out for an agency's creative people, who write a brief copy platform and then call in the jingle writers to carry it from there," he contends. "When music is the best possible way to convey a picture in sound, of course it should be used; otherwise, no. Radio shouldn't be categorized as a music medium—it is a great channel for conversation, for skillfully directed sounds of many kinds."

A problem each copywriter must solve, he believes, is how to keep from getting so involved with techniques that he forgets to write.

Taking the idea of creativity a step further, Miss Greenbaum and Mr. McDonnell define the good copywriter as both a "thinker" (with ideas about what to do) and a "showman" (with ideas about how to do it). "Basic thinking must come first," they point out. "You don't sit down for a copy session and say 'Let's use a sound effect' and then try to adapt the problem to suit it."

At FC&B copywriters work "in depth" on accounts, writing for both broadcast and print to provide what the agency considers a more cohesive campaign.

Miss Sherman describes the copywriting process at M-E as combining all-around and specialized skills "depending on the talent of the people involved." Some copywriters produce only broadcast material, others do only print, still others do both—the original idea comes from "any locale," and the pattern is set in advance by the creative plans board to achieve a unified campaign, she says.

As an instance, she refers to the Chesterfield "Men of America" series. "We planned the theme song for use in both broadcast and print. Radio showcased the music, television dramatized it and print picked up the television frames and ran the words of the music underneath."

Agreeing that the length of commercials is tending more to minutes, the agency people add these comments:

Mr. Wilson: "Time is frequently dictated by availabilities. Naturally the best commercial is the one that's long enough to do the job—and 20's, even 6's, can do a great job, depending on the circumstances."

Mr. Stone: "A musical commercial generally requires the full minute for proper effect. The jingle has grown up into a legitimate 'musical minute' that provides its own setting, which is particularly important for the majority of announcements not built into special programs."

Miss Greenbaum and Mr. McDonnell: "Minutes will continue to be used by practically every advertiser except by someone so well established his product needs only a reminder. An ID serves as an 'outdoor poster' for the ear. The explanation required for most new products can't be given in less than a minute."

Mr. MacNamee: "When it comes to saturating radio, shorter commercials can be very effective but they need to be tied in with longer ones. Most products need the full treatment of a minute; an outstanding exception is Sinclair."

Miss Sherman: "The tremendous resurgence of radio in recent years makes it one of the best buys available. Obviously our agency is not the only one aware of this, and as more and more commercials go on the air the creative person's problem becomes more and more 'How can I get people to listen to *my* copy?' The answer requires ingenuity and imagination."

Ending the discussion on as provocative a note as it began, Mr. Wilson sums up: "Actually we knew more about how to use radio before the advent of television than we do now. We must go back and rediscover — literally rediscover — this medium, one of the most wonderful in the world. Suppose, for example, television had been invented first and then somebody got a great idea—why not television without pictures? It would be cheaper, and there'd be more concentration on sound.

"Now, what's the best way to use it?"

That's one tune a growing number of creative people are humming under their breath.• • •

'Reverse English'

Experimenting with a new approach to copy, Tilds & Cantz advertising agency in Los Angeles has introduced what it calls a "negative-positive" commercial.

"Our purpose," says Marvin S. Cantz, agency partner, "is to 'talk' to the consumer in *realistic* terms. We may admit that the product is not the eighth wonder of the world, that it is not intended to be all things to all people. But we will immediately counter with proof of what makes the product better under specific conditions."

As an example, he cites T&C's current campaign for a California radio station which plays up the fact that some people (cool characters and teenagers) *don't* listen to that particular station—instead, its audience is stable, adult, mature, with *buying* power.

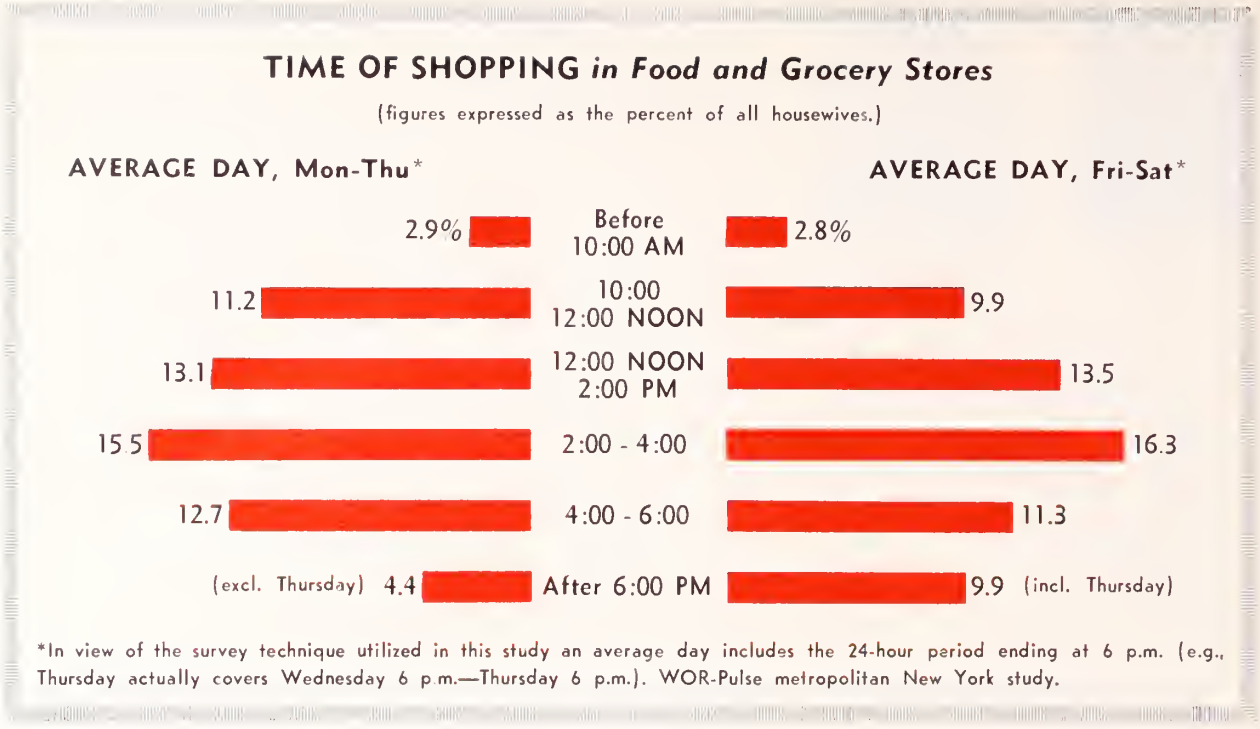
"We have rather strong feelings at T&C about the use of humor in radio advertising," Mr. Cantz continues, "and we approach it with extreme caution. We are aware that the humorous vein is quite voguish at the moment.

"True, most people enjoy a good laugh. But this, in our opinion, can be dangerous in advertising—unless the humorous technique is carefully (very carefully) welded to a sound and compelling *reason* to buy the product."

With so many demands on the consumers' dollar, the agency believes, there are relatively few instances today where customers won't give serious consideration to the *comparative value* of the products they buy—and they seldom make their buying decisions on the strength of a joke.

"We might suggest, however, that radio copy make better use of its priceless ingredient—the *spoken* word," Mr. Cantz says. "This is radio's decisive advantage over printed media."

A voice with "convinceability"—one that is easy and natural—coupled with a negative-positive copy approach generates a great deal of confidence in the product, he concludes.



Radio: The Way to Food

Sound medium closest to shopper at time of marketing, study shows.

Buying is spread throughout week, not just on weekends

Advertisers who have gone along with the traditional belief that Thursday night print ads are the best way to reach the majority of grocery shoppers are in for a double surprise.

A dual survey of housewives' shopping and listening habits not only explodes the time-honored theory that most food shopping is done on weekends, but also declares that more than twice as many housewives listen to the radio as read newspapers prior to going shopping.

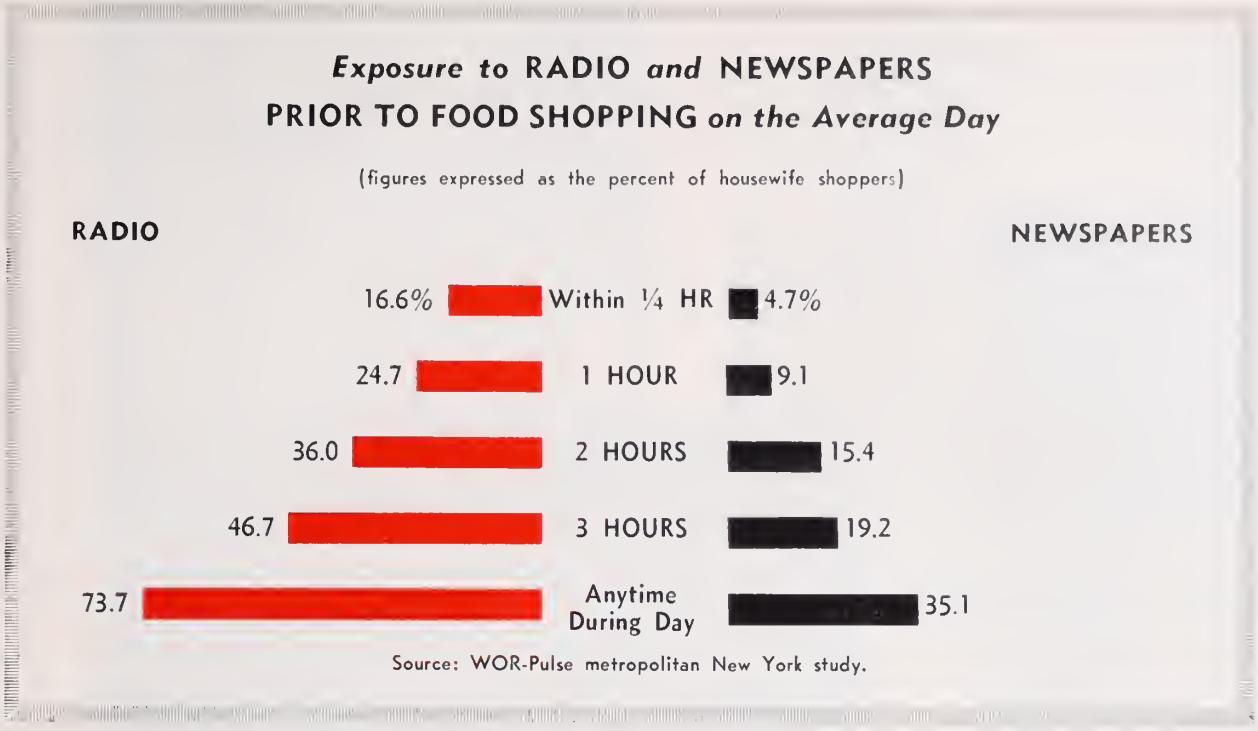
This evidence further supports the latest Videotown findings which show vastly increased radio listening among housewives.

Commissioned by WOR New York, The Pulse Inc. interviewed 1,086 housewives, a sampling of the 4,367,000 who spend $102,144,130 in food and grocery stores each week in the 17-county area comprising metropolitan New York.

The study reveals that 73.7 percent listen to the radio on an average day *prior* to shopping compared with 35.1 percent who read newspapers before marketing. These figures partially result from the fact that many housewives read the newspaper in the evening after shopping. As a consequence, radio enjoys a tremendous advantage over print when shopping is related to media exposure, the survey states.

It also points out that in using the sound medium to sell the shopper, advertisers would achieve greater impact by spreading their buys throughout the week instead of bunching them up at week's end. Over one half of all housewives shop each and every day, the study says: 54.7 percent market on an average day Monday through Saturday; 53.9 percent shop Monday through Thursday, and 56.4 percent buy Friday and Saturday.

Radio does an excellent job of reaching these prospects throughout the week, the Pulse analysis affirms, and, most significantly, reaches them shortly before they shop. Nearly half of all the housewives listen to the radio within three hours prior to doing their marketing: 16.6 percent listen within a quarter hour of marketing compared with 4.7 percent who read a newspaper; 24.7 percent tune in one hour prior to shopping while only 9.1 percent scan a paper; 36 percent have been exposed to radio within two hours of buying while less than half that figure—15.4 percent—have been exposed to newspaper ads; 46.7 percent have listened to the radio within three hours of



Shopper's Heart

marketing as compared with a 19.2 percent readership for newspapers, the study shows.

Radio's high listenership among housewives has also received a recent testimonial in the Videotown report of Cunningham & Walsh Inc., New York (see *Report from Agencies,* December 1958). According to Gerald W. Tasker, vice president and director of research for C&W, the "return of housewives to morning radio listening is the biggest news in Videotown this year."

On the five weekday mornings, Mr. Tasker declares, the average housewife listened last year for a total of five hours and 48 minutes, a 109 percent increase over 1957.

All times of the day, however, according to WOR's survey, are good times to sell the food shopper because women spread their grocery buying throughout the day.

On an average day Monday through Thursday, 2.9 percent shop before 10 a.m.; 11.2 percent shop between 10 a.m. and 12 noon; 13.1 percent market between 12 noon and 2 p.m.; 15.5 percent shop between 2 and 4 p.m.; 12.7 percent buy between 4 and 6 p. m., and 4.4 percent (excluding Thursday) make their purchases after 6 p.m.

On an average day, Friday and Saturday, the Pulse concludes that 2.8 percent shop before 10 a.m.; 9.9 percent market between 10 a.m. and 12 noon; 13.5 percent buy between 12 noon and 2 p.m.; 16.3 percent shop between 2 and 4 p.m.; 11.3 percent market between 4 and 6 p.m., and 9.9 percent (including Thursday) go to grocery and food stores after 6 p.m. • • •

Videotown on Radio Listening

	Housewives	
% Listening	1958	1957
Morning	44%	30%
Afternoon	18	16
Evening	14	17
All Day	51	43
Avg. Hrs./Days When Listening		
Morning	2.65 hrs.	1.85 hrs.
Afternoon	1.46	1.38
Evening	1.16	1.17
All Day	2.90	2.16
Avg. Hrs./Week (5 Weekdays)		
Morning	5.80 hrs.	2.78 hrs.
Afternoon	1.30	1.12
Evening	.80	1.01
All Day	7.90	4.91

Source: 1958 Videotown Report by Cunningham & Walsh Inc
Report covers in-home listening only.

A Quick Glance At People, Places And Events Around Radio-Land



THE HIDDEN CLUES to the whereabouts of the KAKC Tulsa hidden $15,000 bank draft are placed in a local bank vault deposit box by Tulsa Chamber of Commerce President Russell Hunt (left) and Mayor James L. Maxwell. Clues were aired daily for area contestants.

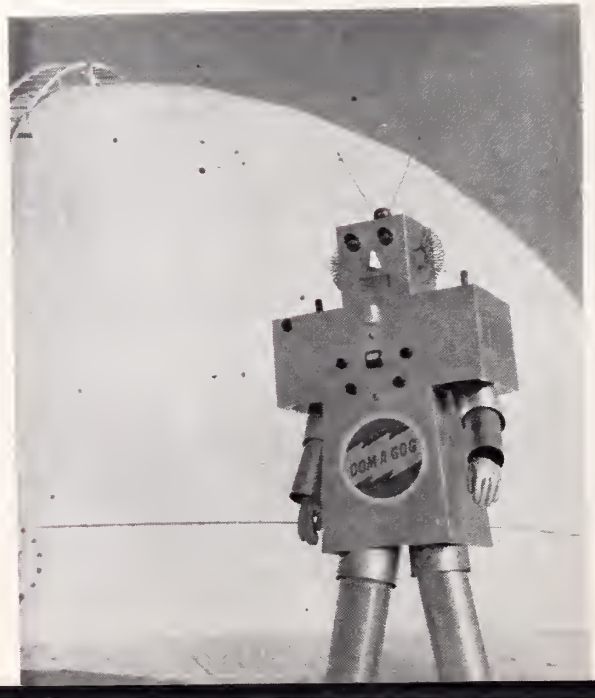


SENATOR AND STUDENTS discuss the integration problem as part of the WCAU Philadelphia series, *University Round Table*. Senator Joseph S. Clark (D-Pa.), at far right, answers questions posed by three undergraduates of Haverford College. Also participating are (far left) George Lord, WCAU commentator and host of the program, and Dr. Ira Reid (center), Haverford political science department.



HIGH LEVEL GREETING is given to Duncan Mounsey (top), executive vice president and general manager of WPTR Albany, N.Y., by Mayor Fred Bauer of Colonie, N.Y. They renamed a five-mile stretch of the Albany-Schenectady road when WPTR moved studios and facilities to Colonie, an Albany suburb.

RADIO-ACTIVE ROBOT, a chap named Oom-A-Gog, stalks the streets of Jacksonville, Fla., to promote WMBR as "the liveliest space" since outer space. Earthlings at local high schools are treated to flying (45 rpm) discs wherever the magnetic station personality appears. He also is representing WMBR at the Greater Jacksonville Fair and other events.





A FEMALE FIVE called the Texas Cowgirls humbles an overmatched disc jockey team from WILS Lansing, Mich., before 5,100 persons jammed into the Lansing Civic Center on a very snowy night. On the card, too, was an exhibition by the Harlem Globetrotters. Final score: Cowgirls 42 and DJ's 28.



PET KEYSTONE PROJECT is planned as executives of Keystone Broadcasting System, client, agency and station map out annual "Pet Milk Grand Ole Opry Talent Contest." Meeting in Chicago are: (foreground, left to right) Edwin R. Peterson, Keystone senior v.p., and Dick Peterson, Keystone acct. exec. Clockwise from Edwin Peterson are: Robert Cooper, WSM Nashville gen. mgr.; Ray Morris, asst. ad. mgr. of Pet Milk; Ralph Hartnagel, dir. of promo. and adv., Gardner Advertising Co.; Sidney J. Wolf, Keystone president; Earl Hotze, Gardner acct. exec., and Dee Kilpatrick, WSM prog. mgr.



SECURING SEATTLE SEDAN, Joe Maguire of Botsford, Constantine & Gardner, Inc., ad agency (third from left) receives keys to door prize (a Karmin Ghia) at the Columbia Empire Radio Stations' luncheon. Affair marked the formation of the group for sales. Members include (from left) John Matlock, KOZE Lewiston, Ida., owner; Jack Goetz, KIT Yakima, Wash., vice pres. and gen. mgr.; Mr. Maguire; Wynn Cannon, commercial mgr., and Dale Woods, gen. mgr., KUEN Wenatchee, Wash.; Wally Reid, KORD Pasco, Wash., gen. mgr.; Hugh Feltis, Seattle, who represents group, and Arch LeRoux, KHIT Walla Walla, Washington, president and general manager.

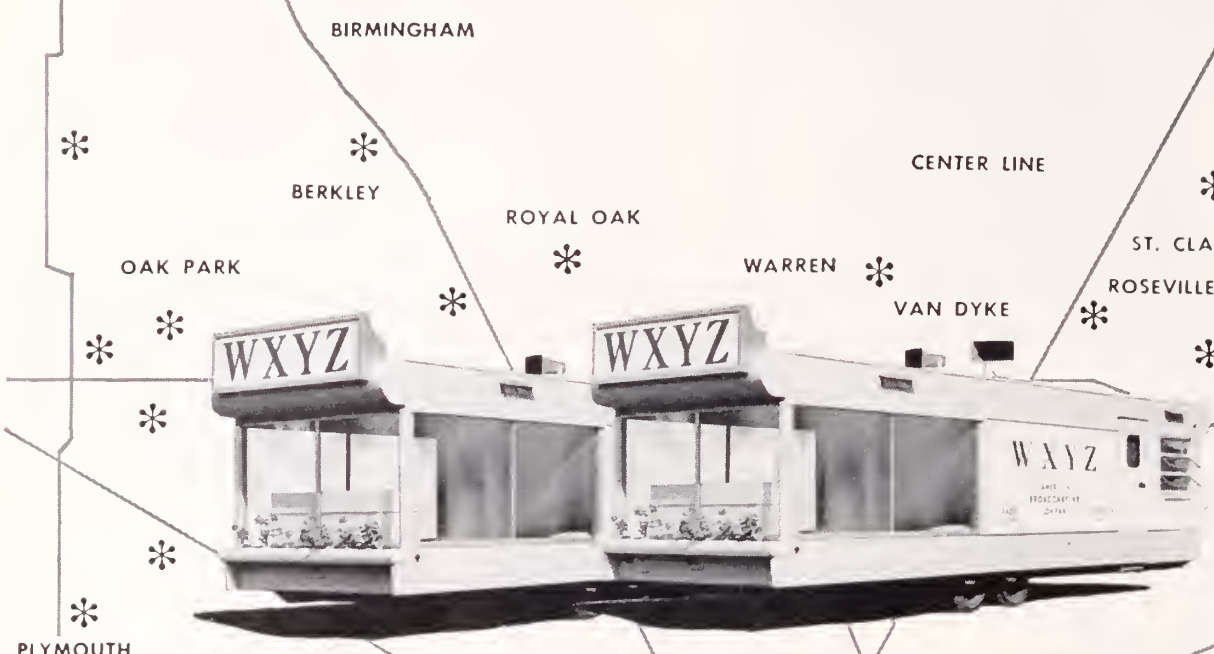
SIGN OF SAFETY is displayed in London, Ont., by CPFL personality Allen Mitchell (second from right) in the form of an "Elmer the Safety Elephant" banner. Helping are (left to right) Cheryl Hart of school safety patrol, Constable Fred Cronkite and Chief Gordon Stronach of London Township police. CPFL was commended for role in school safety program.



GETTING THE POINT from WWJ Detroit Assistant General Manager Don DeGroot (left) at the station's new sales presentation in New York are (left to right): Bob Boulware and John Ennis of Bryan Houston Inc., and Robert H. Teter, vice pres. and director of radio at Peters, Griffin, Woodward Inc. The colorslide and tape outlined WWJ's sound and services.



Now there are TWO!



Map marks some of the locations of WXYZ's mobile studios during the past three years. Double coverage means double the kind of radio Detroiters prefer!

wxyz-radio doubles its coverage of detroit with the addition of another mobile studio!

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting . . . a studio on wheels . . . originating regularly scheduled programs from Detroit's busiest intersections.

This dynamic broadcasting technique has become so much a part of the "listening life" of Detroit that WXYZ has added *another* studio on wheels . . . *doubling* its mobile coverage of the "City on Wheels."

In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 3 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

wxyz-radio / *1270 Detroit*

"DETROIT'S MOST MOBILE STATION"

AMERICAN BROADCASTING CO.



Radio Brightens Sales For Two Paint Firms

Los Angeles and Detroit companies devote major portions of ad budgets to radio. Increased sales result

The paint-speckled fellow who's refurbishing his own home "hears" color loud and clear long before he's sampled the turpentine. The evidence is submitted by two paint companies, one in Michigan and one in California, whose record sales figures for the past year indicate the man with the brush is "buying by ear," too.

Each of the firms—the Victor Paint Co. of Detroit and the National Paint & Varnish Co. of Los Angeles—is spending a large chunk of its advertising dollar in radio time. Each is coupling this expenditure with special promotion and merchandising features. And each has been experiencing a continuing growth in sales during a period that, according to National's president, Melvin Spellens, has been marked by "an industry-wide decline of 20 percent."



Radio's "air-brush" technique helped spur 10,000 prospective painters to enter National Paint Co.'s "Name the Color" contest. Melvin Spellens (l), National's president, and Ethel Jacobs (r), advertising manager, hand first load of entries to contest judge Adelle Faulkner, president of Southern California Chapter, American Institute of Decorators.

In the case of National, *45 percent* of its advertising budget of almost $100,000 is allocated to radio; in the case of Victor, the figure is *60 percent* of a budget exceeding $100,000.

Until last spring, Victor was a one-outlet firm known, principally to professional painters and decorators in the Detroit market area, as a wholesale source. Then in April the company's youthful president, Harold Victor (he's only a few years older than his 29-year-old firm), opened an expansion program that within two months had added to the parent establishment a network of five retail paint and wallpaper centers in and around Detroit.

Since its first new outlet opened April 9, 1958, Victor Paint Co. has saturated Detroit's sound-waves to the tune of 60 percent of its advertising budget, over stations WXYZ and foreign-language WJLB. Spot an-

nouncements all day, every day over WXYZ, plus three remotes each day, including Sundays, have been broadcast by station personalities from any one of the six Victor paint centers. The remotes originate from within the center or from one of WXYZ's mobile units parked outside, and rotate to cover each location in succession.

Time scheduled over WJLB is aimed at the large Polish population surrounding one of Victor's biggest new outlets. Station personality Eugene Konstantynowicx figures prominently in this portion of Victor's advertising.

Within four months after the first opening, when Victor Paint appeared to be approaching the sale of its millionth retail gallon of paint, the company and its agency, Stone & Simons, set about informing Detroiters via spot announcements and remotes on WXYZ that the customer who bought that millionth gallon would win a host of prizes.

Came the day. With a six-line telephone hook-up by which sales were reported "practically as they occured at all six centers," Victor spotted the winning purchase about to take place at the firm's 7 Mile-Grand River center.

WXYZ's gaily decorated helicopter then flew from the main center to pick up the winners and delivered them to the store where prizes and visiting dignitaries awaited them.

A "radiothon" wound up Victor sales promotion activities for 1958 on Thanksgiving weekend with a continuous remote broadcast from the main store from Friday morning to Sunday afternoon.

"Victor Paint's record of selling paint via airwaves is spectacular evidence of the effectiveness of radio for such a product when used in conjunction with sound promotional techniques," says the Stone & Simons agency. "Persons connected with some of the largest and most active paint chains in the country had forewarned Harold Victor that radio was not the medium for selling paint. But he proved them wrong." The agency adds pointedly that "all through this period of lush sales and mushrooming growth" for Victor, Detroit was "in the doldrums" economically.

Having sold enough paint in five months to cover both sides of a four-foot fence that would encircle the earth, Victor Paint Co. says it has no intention of stopping its "air-brush" techniques now. Carrying on the radio promotion, Harold Victor expects within the next year to have 12 or 13 paint and wallpaper centers in operation.

In Los Angeles, the National Paint & Varnish Co. is experiencing a similar growth in sales and outlets while investing 15 percent of its almost $100,000 advertising budget in radio, using spot announcements over five stations covering the widely dispersed Los Angeles County area. Having established a new selling concept for its product—namely, that paint can and should sell year-around in the Southern California market—and having promoted this concept to the extent of a nine percent sales increase and 18 new dealerships in the past two years, the company and its agency, Tilds & Cantz, find they've affected the advertising habits of other area paint companies.

Radio (including stations KMPC, KBIG, KLXA, KLAC and KFWB) is being used both to "apply the first coat" in National's special promotions, and to carry on the year-around job of identifying for customers "the only paint specifically made to take the normal abuse of the average home."

In 1956, when Tilds & Cantz was named by National to handle its account, the agency launched a special fall promotion, the pattern of which has been followed each year since.

In 1957, for example, the campaign opened with a "pre-season" concentration on dealer support followed by a saturation of one-minute spot announcements from September 16 to November 10 over KMPC and KBIG. A "Name the Color" contest with a wide range of prizes for dealers as well as contestants drew a total of 10,000 entries, the agency reports—6,500 via coupons picked up at local paint dealers.

Tilds & Cantz has recently completed its 1958 fall promotion dramatizing National's Eye-Fi Colors in a campaign revolving around "the 10 most fashionable colors in 1959." Results of the sales drive were not yet available as U.S. RADIO went to press, but both National and its agency were hopeful that last-quarter sales figures for 1958 would rise even higher than 1957's nine percent increase over 1956.

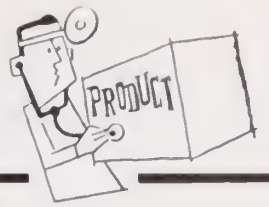
"Our agency is convinced that radio, properly balanced with outdoor advertising, has a greater *audio-visual* impact than television—at considerably less cost," Mr. Cantz says.

Radio billings at Tilds & Cantz increased in 1958 "by approximately 12 percent over 1957," he points out, and adds, "Our basic philosophy suggests that we will continue to lean strongly towards radio. The medium will figure quite heavily in future plans for National." • • •



High-flying paint promotion by Victor used WXYZ air time and 'copter to dramatize sale of millionth gallon of paint. Paul Winter (l), WXYZ personality, interviews Julian Kuhn family, award-winning purchasers, while Harold Victor (second from l), paint firm president, holds lucky gallon whose sale brought prizes, 'copter flight for Kuhns.

commercial clinic



Balance Between Words And Music Is Major Problem in Commercials

"One of the most difficult jobs confronting a producer of commercials today is to maintain proper balance between the words and music. Now that musical commercials are being produced with all the polish of hit recordings, there is some danger of the lyrics becoming lost in the fanfare," according to Robert E. Swanson, president of Robert E. Swanson Productions Inc., New York.

In the competition among agencies and clients to turn out the most distinctive commercial of hundreds making the current radio rounds, the music has been heavily stressed, says Mr. Swanson.

As a result, the lyrics—the sales messages—sometimes do not receive all the attention they deserve, in his opinion.

"There has been a pronounced trend in the last couple of years," he says, "toward more complex arrangements and harmonizations plus larger orchestras and vocal groups.

"Now that the novelty factor of singing commercials has worn off and everyone is using them, it is natural for advertising people to want to compensate by making their commercials as entertaining as possible," Mr. Swanson explains.

Advertising men and their clients are willing to spend large sums of money to create commercials with "hit tune quality," the producer states. "While this is all to the good when it achieves that aim, it is essential not be carried away by the music to the point where it overwhelms the lyrics," he remarks.

"When working on commercials, I always point up the words even when it means toning down a musical arrangement dear to my heart."

No matter how excellent the music and the performance, the lyrics do the basic selling job for the product, Mr. Swanson declares. The music should help by providing a pleasant and palatable background.

Mr. Swanson has been successfully operating on this theory for a decade as composer, arranger, lyricist, vocalist and conductor. Among his radio credits he includes Aerowax, Piel's Beer, Kodak, Easy-Off, U. S. Steel, Du Pont, Campbell's Soup and Ajax. He has recently opened his own firm, now three months old.

"What I have tried to do in all my assignments is sell the product with a simplicity devoid of triteness," he explains.

"The fewer words the better, but in any case they must always balance the music. If the words are simple, the melody may be somewhat more complicated. Likewise, if the music is plain, the harmony can be complex. On the other hand, if the words are difficult, the melody must be simplified."

Working It Out

In working out a commercial, Mr. Swanson says that he usually writes for 20 seconds and then expands with another chorus for a minute length, leaving room generally for live announcer copy as well. For shorter eight- and 10-second spots, he works with the principle, identifiable line.

"The shorter the commercial the harder it is to write," he says, "because you have to pack more punch into less space. The agency will usually give you a list of six or seven points it wants to make and then you have to boil them down and get them across simply and effectively."

One simple and effective commercial—in the opinion of the Radio Advertising Bureau—is Mr. Swanson's effort for Northwest Orient Airlines, which won an award from the radio bureau as one of the best commercials of 1958.



Mr. Swanson oversees at recording session.

In this message, the producer explains, the airline wanted to sell its whole corporate image as opposed to any particular service such as meals or speed. To achieve this, Mr. Swanson wrote light, airy music and kept the lyrics simple and catchy. "I was trying to give the impression of flight," he says. The commercial follows:

```
Give wings to your heart,
Your spirits soar,
With Northwest Airmanship.
You fly as you've never
  flown before,
Fly the best when you fly
  Northwest,
Northwest Orient Airlines.
```

One of the interesting points in the lyrics is the use of the word, "airmanship," an example of Mr. Swanson's theory of not using two words when one will do.

This commercial packed enough of a wallop, Mr. Swanson says, for the airline to credit it with substantial sales increases. • • •

station log



Radio Public Service Activity Boosts Causes, Gains Recognition

National, regional and local public service activity by the radio medium has long been a bulwark of station and network programming schedules.

Recently, The Advertising Council's 1958-1959 annual report commended radio for creating "better circulation for public service campaigns than ever before" and arousing citizen interest and action on many of the nation's most serious problems. The council noted that "every day of the week—radio stations, networks and advertisers have given regular support to public service projects. . . ."

For the first six months of 1958, The Advertising Council observed that regular weekly radio support was contributed to 13 major campaigns and 29 other projects.

On the local scene, public service projects have come in for much attention at this time of the year, according to reports from stations. The United Fund, for example, is one of the many drives that gets active hometown support. In Philadelphia, the United Fund was promoted by a "blitz day," when all local disc jockeys and other station personalities concentrated their talk on the various aspects of the United Fund services. Most public service spots were also devoted to the same cause. Employees of the city's 11 radio stations, in addition to on-the-air promotion, lent their talents in personal appearances.

In Sheffield, Ala., WNVA and one of its advertisers have joined in a continuous campaign to promote the hiring of the physically handicapped. When the Muscle Shoals Tv Cable Corp. decided to attach a plea for a worthy cause on the end of its commercials, the client and station chose "Hire the Physically Handicapped"—a state-endorsed organization.

An offer of polio inoculations for one dollar was injected into the morning shows on WWJ Detroit by Dick French and Jim DeLand when city health officials became concerned by a rising number of cases. The inoculations were given at the Eastland shopping center where WWJ has a remote broadcasting unit. With no other publicity except signs at the shopping center entrance, the station says, more than 17,000 persons took advantage of the shots on the first day and 10,819 the second day—in a rainstorm. The dollar covered the cost to the city of the vaccine.

The problem of getting word to school children and their parents about school openings and closings due to snowstorms has always been best solved by radio. One station, WCKY Cincinnati, distributes posters reminding students and teachers that 300 public, private and parochial schools in 15 counties of Ohio, Kentucky and Indiana regularly phone in information on bad-weather days to its School Emergency Radio Service.

When Miami transit drivers went out in a surprise strike recently, area stations were on the air immediately informing the public and offering suggestions as to alternate transportation. WQAM reports it urged a "Friendship Day" in Miami and assisted in organizing "share a ride" groups. WQAM reports that on-the-street interviews with riders indicated that most of them would not have known of the strike in time to arrange rides to work had it not been for the almost immediate efforts of radio stations.

WHLI Hempstead, N. Y., was credited by the Nassau-Suffolk county Opthalmological Society for "contributing immeasurably to the success of Glaucoma Detection Day" in Long Island. The station, asked to encourage listeners over the age of 40 to see an eye doctor on a day set aside for free examinations, devoted a heavy spot schedule and several interview shows to the campaign for two weeks. WHLI reports that more than 11,000 persons appeared at 14 area hospitals for the examination and check-ups. • • •



Everyone has a say in the running of WAQE Towson, Md. Policy and programming are decided at regularly scheduled sessions. Here staffers relax for refreshments after meeting with Gen. Mgr. Bob Howard (standing, right).



Ed Lockwood, chief engineer of WGBS Miami, is "fitted" by General Manager Bernard E. Neary to demonstrate station's sale of its sunrise and sunset pattern change. The engineering "by-product" was bought by *McCall's*.

BPA memo

Fun for Listeners And Community Service Spark Local Promotions

Many current promotions have been geared to community public service projects as well as "fun" activity for listeners.

The promotion of brick throwing "as an exercise, a form of recreation and a release for pent-up emotions," is the project of early morning personality Rege Cordic of KDKA* Pittsburgh. It resulted in a three-hour variety show attended by a reported 3,800 persons to choose a queen for the sport. This was the "Miss Brick Throw" beauty and talent contest, and was only one facet of the brick-throwing craze. Mr. Cordic has been kidding on the air about brick throws for several years, the station explains, often giving scores of mythical matches. Many area colleges and industrial firms conducted their own "Miss Brick Throw" competitions, with Duquesne, Geneva and West Liberty among the schools that got into the act. "Miss Brick Throw" was chosen from 350 contestants and received prizes from more than 100 contributing industrial and business firms, KDKA claims.

The wishbones of three Trenton, N. J., area Thanksgiving turkeys turned into Christmas dinners as a result of WTTM's annual contest conducted by Gene Graves, morning wake-up personality. He asked all of his listeners to mail him their turkey wishbones, and for the three largest received he delivered a Christmas turkey of the exact weight of the original bird. This was determined by the Mercer County Sealer of Weights and Measures.

Thoughts of space travel prompted WIBG Philadelphia to invite listeners to write and tell why they would like to be the first person launched into outer space. Announcements were made five times a day for a week with a promised reward for the 99 best answers—an M-11 Corporal Missile (toy kit, that is). Among the winners, a "man" who wrote: "Engine trouble forced me to land here and I would like to return home. It's been 683 years since I've been home to see my parents."

And in a more earthly vein, WHB Kansas City, Mo., decided to let everybody try a hand at writing its station promotion spots and, according to the station, is now having trouble fitting them all in. Based on the venerable "knock-knock" craze of the 1930's, WHB has received such gems from listeners as: "Knock-knock. Who's there? Carlotta. Carlotta who? Carlotta bed and listen to WHB!" and "Isadore open so I can hear WHB!"

High Hints

A daily contest, WABC* New York's "Mystery Personality," has pedestrians in Times Square looking skyward in search of clues. Besides regular hints given throughout the broadcast day on the air, WABC is flashing clues on an 8-foot "running letter" electric advertising sign over Broadway and 47th Street. The listener who guesses the most mystery voices will be declared the grand prize winner and will receive a trip to Rio de Janeiro and have his "name in lights on Broadway."

And speaking of personalities, a disc jockey swap was engineered by WISN* Milwaukee when it traded morning disc jockeys for one day with sister-station WBAL* Baltimore. To promote the trade, gifts were exchanged between the mayors of the two cities and WISN paraded the Baltimore guest through the downtown area. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).



TODAY-
he can escape

Rheumatic Heart Disease

Tommy had an attack of rheumatic fever, frequent forerunner of rheumatic heart disease. Fortunately for him, his heart was not damaged.

Rheumatic fever, usually preceded by a "strep" infection, often strikes the same victim more than once. With each attack comes a new danger of heart damage.

Tommy's parents no longer live in fear of rheumatic heart disease, however. Through research, medical science has developed new methods of controlling "strep" infection and preventing recurrences of rheumatic fever.

For more facts about prevention, see your physician or ask your Heart Association.

For more research progress against the heart diseases . . .

Give HEART FUND

TO MEET HEAD ON
A NEED THAT EXISTS
IN THE RADIO FIELD
TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

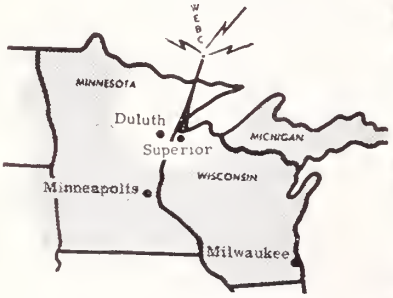
An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT
U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

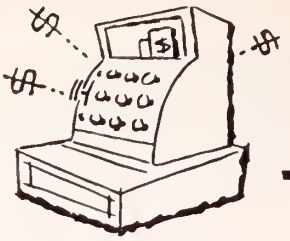
the NUMBER ONE STATION



IN THE SECOND LARGEST MARKET IN BOTH MINNESOTA AND WISCONSIN

WEBC
DULUTH • SUPERIOR
See your Hollingbery man
In Minneapolis . . .
See Bill Hurley

radio registers



AUTOMOBILE DEALER

Kar Kredit Sales of Chattanooga, Tenn., had never sold more than 20 cars in one week, and that was considered exceptional, when the manager decided to experiment with radio. Through WMFS the dealer purchased 50 announcements to be spread throughout six days. Twice during the week, Kar Kredit was forced to add to its stock, its manager reports, and by the sixth day 38 cars had been sold. The firm has been a radio advertiser ever since.

TRAILER DEALER

Grants Trailer Sales of Bangor, Me., a steady client over WABI, put $240 into a special saturation campaign over a two-week period to promote its line of mobile homes. Copy stressed easy terms and down payments and Grants offered free delivery and installation. At the end of the 14 days, the station declares, $45,000 worth of mobile homes had been sold, attributed by the client to the special push plus his steady radio use.

APPLIANCE SALE

Outten Brothers Furniture Co. ran three five-minute programs daily for one week over WDVM Pocomoke City, Md., in a special promotion to secure new appliance business. Each program consisted of playing an instrumental selection and asking listeners to phone the store if they could identify the song. Correct identication won a check for $25, good only toward the purchase of a refrigerator, automatic washer or electric range. In five days, 403 checks were sent out and of these, 76 were redeemed. Final tally on new business amounted to nearly $18,000, the station says.

FURNITURE OUTLET

Ed Mahling Stores of Topeka, Kans., which sell furniture and appliances, bought two hours nightly during the 8 p.m. to midnight period over KJAY. The purpose was to test nighttime radio in the market and its ability to sell mattresses. After the client's first week on the air, KJAY says, he sold more mattresses than in the entire preceding month. Mahling is now a steady customer in the time slot, the station reports, in co-sponsorship with McEntire Brothers Inc., a local manufacturer of mattresses.

SPOT radio advertisers (Continued from p. 31)

Procter & Gamble Co.	
Crisco	*Compton*
Duncan Hines Cake Mixes	*Compton*
Progresso Brand Foods	*Carlo Vinti*
Pure Food Co.	*J. M. Mathes*
Quaker Oats Co.	
Aunt Jemima Corn Meal	*John W. Shaw*
Aunt Jemima Flour	*J. Walter Thompson*
Aunt Jemima Pancake Mix	*J. Walter Thompson*
Flako Mixes	*Clinton E. Frank*
Ful-O-Pep	*Wherry, Baker & Tilden*
Quaker Oats	*Wherry, Baker & Tilden*
Instant Oats	*Wherry, Baker & Tilden*
Ralston Purina Co.	*Guild, Bascom & Bonfigli*
Real Gold Co.	*Hixon & Jorgensen*
Red Dot Foods Inc.	*Arthur Towell*
Reddi-Wip Inc.	*D'Arcy*
Red "L" Frozen Fish Dinners	*Paris & Peart*
Richardson & Robbins Foods	*Gray & Rogers*
P. J. Ritter Co.	*Blaine-Thompson*
River Brand Rice Mills Co.	
Carolina and River Brand Rice	*Donahue & Coe*
I. Rokeach & Sons	*Coordinated Adv.*
Roman Products Corp.	*Gore Smith Greenland*
Ronzoni Macaroni Co.	*Mogul, Lewin, Williams & Saylor*
C. H. Runciman Co.	*Henri, Hurst & McDonald*
Safeway Stores Inc.	*EWR&R*
Salada Tea & Tea Bags	*SSC&B*
C. F. Sauer Co.	*Van Sant-Dugdale*
Sau-Sea Foods	*Gore Smith Greenland*
Savarin Coffee	*Foote, Cone & Belding*
Scudder Food Products	*Mottl & Siteman*
Seabrook Farms Frozen Foods	*Hilton & Riggio*
Shedd-Bartush Foods Inc.	*Betteridge*
Sioux Honey Assn.	*Allen & Reynolds*
Smart & Final Iris Co.	*Atherton Mogge-Privett*
F. H. Snow Canning Co.	*Daniel F. Sullivan*
Southland Coffee Co.	
Bailey's Coffee and Tea	*Donahue & Coe*
Stahl-Meyer Co.	*Hicks & Greist*
Standard Brands Inc.	
Fleischmann's products	*J. Walter Thompson*
Chase & Sanborn Coffee	*Compton*
Tenderleaf Tea	*J. Walter Thompson*
Royal Pudding	*Ted Bates*
Blue Bonnet Margerine	*Ted Bates*
Instant Chase & Sanborn	*Compton*
Stokely-Van Camp Frozen Foods	*Cunningham & Walsh*
Streitman Biscuit Co.	*Ralph H. Jones*
Sunshine Biscuit Inc.	*Cunningham & Walsh*
Swift & Co.	
Allsweet Margerine	*Leo Burnett*
Cheez-Presto	*McCann-Erickson*
Baby Foods	*McCann Erickson*
Canned, Frozen and Packaged Meats and Poultry	*McCann-Erickson*
Tasty Baking Co. Cakes	*N. W. Ayer & Son*
Taylor Pork Roll	*Al Paul Lefton*
Tea Council of the U.S.A.	*Leo Burnett*
Tetley Tea Co.	*Ogilvy, Benson & Mather*
Thomas' Bread & Muffins	*MacManus, John & Adams*
Tobin Packing Co.	*Milton Seager*
TreeSweet Frozen Fruit Juices	*BBDO*
Tri-Valley Packing Assn.	*Dancer-Fitzgerald-Sample*
United Fruit Co.	*BBDO*
Van Camp Sea Foods	*EWR&R*
Venice Maid Italian Foods	*Ralph A. Hart*
Vermont Maple Products Co.	*Direct*
Vimco Macaroni Product Co.	*Ketchum, McLeod & Grove*
Vita Food Products Inc.	*Blaine-Thompson*
Mrs. Wagner's Pies	*Blaine-Thompson*
Ward Baking Co.	
Tip-Top Bread and Cakes	*J. Walter Thompson*
Washington Cooperative Farmers Assn.	*Rune Goranson*
Washington State Apple Adv. Comm.	*Cole & Weber*
Wass Open Pit Products	*Henry Senne*
Weston Biscuit Co.	*Direct*
Wheatena	*Cunningham & Walsh*
Wilson & Co. Hams	*Kenyon & Eckhardt*
Wilson Milk Co.	*Clinton E. Frank*
D. E. Winebrenner Juices and Vegetables	*William B. Kamp*
Wishbone Salad Dressing	*Allmayer, Fox & Reshkin*
Wyandotte Olive Sales	*Lee Wenger & Assoc.*
Youngblood's Frozen Poultry	*Circle Ad. Agcy.*
Prince Macaroni Mfg. Co.	*Jerome O'Leary*

Beer, Ale, Wines & Soft Drinks

Anheuser-Busch Inc.	
Budweiser Beer	*D'Arcy*
Busch Bavarian Beer	*Gardner*
Arizona Brewing Co.	*EWR&R*
P. Ballantine & Sons	*William Esty*
Blatz Brewing Co.	*Kenyon & Eckhardt*
Bohemian Brewing Co.	*Direct*
Browne Vintners Co.	
Cherry Kijafa Wine	*L. C. Gumbinner*
Burgermeister Brewing Corp.	*BBDO*
California Wine Assn.	*Walker Saussy*
Canada Dry Corp. Soft Drinks	*J. M. Mathes*
Carling Brewing Co.	
Carling's Red Cap Ale	*Benton & Bowles*
Stag Beer	*Edward H. Weiss*
Carling's Black Label	*Lang, Fisher & Stashower; Harold Cabot (in Northeast); Winius-Brandon (in Southwest); Liller, Neal, Battle & Lindsey (in Southeast); Aitken-Kynett (in Middle-Atlantic states)*
Cliquot Club Co.	*Harold Cabot*
Coca-Cola Co.	*McCann-Erickson*
Cott Beverage Corp.	*Dowd, Redfield & Johnstone*
Duquesne Brewing Co.	*Vic Maitland & Assoc.*
Eastern Wine Corp.	
Chateau Martin Wines	*Curtis*
Falls City Brewing Co.	*Horan-Dougherty*
Falstaff Brewing Co.	*Dancer-Fitzgerald-Sample*
E. & J. Gallo Winery	*Doyle Dane Bernbach*
Garrett & Co.	
Virginia Dare Wines	*MacManus, John & Adams*
Genesee Brewing Co.	*Marschalk & Pratt*
Gibson Wine Co.	*Stockton-West-Burkhart*
Gluek Brewing Co.	*Olmsted & Foley*
M. K. Goetz Brewing Co.	
Goetz Beer	*Potts-Woodbury*
Country Club Malt Liquor	*John W. Shaw*
Gunther Brewing Co.	*Lennen & Newell*
Theo. Hamm Brewing Co.	*Campbell-Mithun*
Heidelberg Brewing Co.	*Guild, Bascom & Bonfigli*
G. Heilman Brewing Co.	*Compton*
G. F. Heublein & Bro. Vermouth	*Bryan Houston*
Charles E. Hires Co.	*Maxon*
Hoffman Beverage Co.	*Grey*
International Breweries Inc.	*Brooke, Smith, French & Dorrance*
Italian Swiss Colony Wines	*Honig-Cooper*
Kirsch Beverages Inc.	*Paris & Peart*
G. Krueger Brewing Co.	*Grey*
Liebmann Breweries Inc.	
Rheingold Beer and Ale	*Foote, Cone & Belding*
Lone Star Brewing Co.	*Glen Adv.*
Lucky Lager Berwing Co.	*McCann-Erickson*
Maier Brewing Co.	
Brew 102 Beer	*Anderson-McConnell*
Margo Wine Co.	*Adrian Bauer & Alan Tripp*
Miller Brewing Co.	*Mathisson & Assoc.*
Mission Dry Corp.	*Dowd, Redfield, Johnstone*
Mogen David Wine Corp.	*Edward H. Weiss*
Monarch Wine Co.	
Manischewitz Kosher Wine	*L. C. Gumbinner*
Narragansett Brewing Co.	*Cunningham & Walsh*
National Brewing Co.	
National Premium Beer	*W. B. Doner*
National Bohemian Beer	*W. B. Doner*
Nehi Corp.	*Compton*
Nesbitt Fruit Products Inc.	*M. H. Kelso*
Oertel Brewing Co.	*Lynch, Hart & Stockton*
Olympia Brewing Co.	*Botsford, Constantine & Gardner*
Pabst Brewing Co.	
Pabst Blue Ribbon Beer	*Norman, Craig & Kummel*
Eastside Old Tap Lager Beer	*Young & Rubicam*
Pearl Brewing Co.	*Pitluk Adv.*
Dr. Pepper Co.	*Grant*
Pepsi-Cola Co.	*Kenyon & Eckhardt*
Piel Bros.	*Young & Rubicam*
Pittsburgh Brewing Co.	*Smith, Taylor & Jenkins*
Regal Pale Brewing Co.	*Heintz*
Richmond-Chase Co.	*Cunningham & Walsh*
Roma Wineries Inc.	*Foote, Cone & Belding*
F. & M. Schaefer Brewing Co.	*BBDO*
Adam Scheidt Brewing Co.	
Valley Forge Beer	*Al Paul Lefton*
Prior Beer	*Al Paul Lefton*
Ram's Head Ale	*Al Paul Lefton*

(Con'd on p. 56)

report from RAB

Spot Dollar Outlays Recorded for First Time Seen as Radio Stimulus

The release of dollar expenditures by many of radio's top spot customers is a project that answers a vital need in today's media picture.

The compilation ranks the top 15 spot users by dollar outlays (21 firms in all are listed because of ties). In addition, 30 more firms are listed alphabetically without ranking. These 51 companies, RAB estimates, account for more than $78 million of spot radio's 1958 billings. The RAB figures are net expenditures.

"Of major significance," states Kevin B. Sweeney, RAB president, "is the amount of money being expended in spot radio by the leaders.

"Until now the question of just how much the giants were investing in spot radio was a mystery concealed by the difficulty of measuring a medium which comprised over 3,300 stations."

RAB was able to evolve these dollar estimates based on its quarterly reports on spot and network radio users. With the figures for the first three quarters, RAB projected them for the whole year.

"The figures are still a pioneering venture," RAB points out. "It is hoped . . . that their scope and depth will expand with each quarter. . . . How often the reports are issued will depend on the extent of industry cooperation in gathering the activity data from which dollar figures are derived." • • •

Top 15 Rank	Company	RAB-Estimated 1958 Spot Radio Net Expenditures
1.	General Motors Corp.	$5,400,000
2.	Ford Motor Co.	5,000,000
3.	R. J. Reynolds Tobacco Co.	4,700,000
4.	American Tobacco Co.	4,600,000
5.	Liggett & Myers Tobacco Co.	2,700,000
6.	Texas Co.	2,600,000
7.	Chrysler Corp.	2,300,000
8.	Sinclair Oil Corp.	2,200,000
9.	Thomas Leeming & Co., Inc.	2,000,000
10.	Lever Bros. Co.	1,900,000
10.	Standard Brands Inc.	1,900,000
11.	Anheuser-Busch Inc.	1,800,000
11	Carling Brewing Co. Inc.	1,800,000
12.	Bristol-Myers Co.	1,700,000
12.	Fels & Co.	1,700,000
12.	Shell Oil Co.	1,700,000
13.	Continental Baking Co. Inc.	1,600,000
13.	Sterling Drug Inc.	1,600,000
14.	B.C. Remedy Co.	1,500,000
14.	Beneficial Finance Co.	1,500,000
15.	Plough Inc.	1,400,000

Additional Leading Spot Radio Accounts Listed *Alphabetically*

Alemite Div. of Stewart-Warner Corp.	$1,100,000
American Airlines Inc.	1,000,000
American Home Products Corp.	925,000
Associated Sepian Products	780,000
P. Ballantine & Sons	650,000
Beech-Nut Life Savers Inc.	715,000
Best Foods Inc.	1,100,000
Campbell Soup Co.	840,000
Cities Service Co.	1,100,000
Colgate-Palmolive Co.	750,000
Falstaff Brewing Corp.	720,000
General Mills Inc.	650,000
Gulf Oil Corp.	1,000,000
Robert Hall Clothes Inc.	725,000
Theo. Hamm Brewing Co.	650,000
Household Finance Corp.	900,000
Liebmann Breweries Inc.	780,000
P. Lorillard Co.	1,200,000
Metropolitan Life Insurance Co.	1,000,000
Miles Laboratories, Inc.	1,100,000
National Carbon Co. (Div. of Union Carbide Corp.)	800,000
Northwest Orient Airlines	1,100,000
The Quaker Oats Co.	1,000,000
Revlon Inc.	750,000
Jos. Schlitz Brewing Co.	900,000
Seaboard Finance Co.	700,000
Standard Oil Co. (New Jersey)	1,200,000
Sun Oil Co.	730,000
Tetley Tea Co.	960,000
Trans World Airlines Inc.	650,000

SPOT radio advertisers (Cont'd)

Jos. Schlirz Brewing Co.	*J. Walter Thompson*
C. Schmidt & Sons Inc.	
Schmidt's Beer	*Al Paul Lefton*
Tiger Head Ale	*Al Paul Lefton*
Schweppes (U.S.A.) Ltd.	*Ogilvy, Benson & Mather*
Sick's Rainier Brewing Co.	*Miller, Mackay, Hoeck & Hartung*
Sterling Brewers Inc.	*Compton*
Stroh Brewing Co.	*Zimmer, Keller & Calvert*
Tuborg Breweries Ltd.	*EWR&R*
United Vintners Inc.	
Petri Wines	*Young & Rubicam*
Welch Grape Juice Co.	*Richard K. Manoff*
White Rock Corp.	*MacManus, John & Adams*

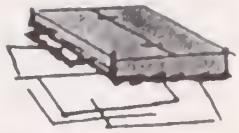
Sweets

American Chicle Co.	*Ted Bates*
Barricini	*Mogul, Lewin, Williams & Saylor*
Brown & Haley	*Miller, Mackay, Hoeck & Hartung*
Charms Co.	*Scheck Adv.*
Curtiss Candy Co.	*Wentzel, Wainright, Poister & Poore*
Delson Candy Co.	*H. B. Humphrey, Alley & Richards*
Fanny Farmer Candy Shops Inc.	*Rumrill*
New England Confectionery Co.	
Necco Candies	*C. J. LaRoche*
Candy Cupboard Chocolates	*C. J. LaRoche*
Peter Paul Candies	*Dancer-Fitzgerald-Sample*
Planters Nut & Chocolate Co.	*Don Kemper (East); Harrington, Richards & Morgan (West Coast)*
Schrafft's Stores	*Direct*
James O. Welch Co.	*Bennett & Northrop*
William Wrigley Jr.	*Arthur Meyerhoff*

Proprietary Medicines, Drugs, Chemicals and Toilet Requisites

Acousticon Hearing Aids	*Anderson & Cairns*
Angostura-Wupperman Corp.	*Foote, Cone & Belding*
Charles Antell Inc.	*Paul Venze*
Elizabeth Arden Sales Corp.	*D. D. Simon*
B. C. Remedy Co.	*N. W. Ayer & Son*
Beltone Hearing Aid Co.	*Olian & Bronner*
A. Brioschi & Co.	*Ellington*
Chester A. Baker Labs Inc.	*Advertising House*
Barbasol Co.	*EWR&R*
Block Drug Co.	
Poli-Grip	*Grey*
Polident	*Grey*
Pycopay	*SSC&B*
Minipoo	*L. C. Gumbinner*
Nytol	*SSC&B*
Green Mint	*SSC&B*
Omega Oil	*L. C. Gumbinner*
Rem	*L. C. Gumbinner*
M. J. Breitenbach Co.	
Pepto Mangan	*Herschel Z. Deutsch*
C. A. Briggs Co.	
H-B Cough Drops	*Fred Gardner*
Bristol-Myers Co.	
Bufferin	*Young & Rubicam*
Ban	*BBDO*
Ipana	*DCS&S*
Mum	*DCS&S*
Trig	*BBDO*
Vitalis	*DCS&S*
Sal Hepatica	*Young & Rubicam*
Theraderm	*DCS&S*
W. K. Buckley	*Wesley Assoc.*
Burma Vita Co.	*Direct*
Calso Water Co.	*Young & Rubicam*
Carter Products Inc.	
Arrid	*SSC&B*
Little Liver Pills	*Ted Bates*
Chap Stick Co.	
Chap Stick	*L. C. Gumbinner*
Chap-Ans	*L. C. Gumbinner*
Chattanooga Medicine Co.	
Black-Draught	*Cohen & Aleshire*
Cardui	*Noble-Drury & Assoc.*

report from representatives



Stations Form into Groups In Various Market Areas For Sales Purposes

Encouraged by its earlier efforts, McGavren-Quinn Corp. continues to form its represented radio stations that have linking coverage areas into identifiable groups.

The firm, which recently announced its third group of this type, combined for selling purposes stations in four Connecticut cities: Hartford, New Haven, Waterbury and Bridgeport. Advertisers, it is explained, can get the advantage of "local radio impact" as well as coverage with one buy at a group rate.

The first two groups, organized in mid-1957 and called Cal-Val and Cal-Coast, have been "great successes," according to Daren F. McGavren, the firm's president. "Accounts that never used these California markets before went into them when offered the group buy," he says, "including Hancock Oil Co., Schweppes, Regal Pale Brewing Co. and Lawry's Salad Dressing." Cal-Val consists of California stations in Sacramento, Stockton, Modesto, Merced, Fresno, Bakersfield and Reno, Nev. Cal-Coast includes Eureka, Salinas, San Bernardino, San Jose, San Luis Obispo, Santa Barbara, Santa Maria, Santa Rosa and Ventura.

Still Another Unit

These two California groups are also joined with Redding and Chico, Calif., to form still another unit called the Big Mike Group.

Mr. McGavren claims there are five advertiser advantages to the "group" concept: (1) Ease of buying several stations with one order, (2) flexibility in the commercial message, (3) no time lag in local merchandising, (4) no waste coverage and (5) lower group rates.

To promote the new Connecticut group, the representative has recently completed a contest offering a 16-day Hawaiian holiday to the New York advertising agency timebuyer who could think of the best name for it.

"This group, as the others," Mr. McGavren explains, "has been put together with a definite purpose, in that it represents a series of trading areas covered contiguously by a group of stations." In all, McGavren-Quinn represents almost 50 stations on the radio side, many of which are in major markets.

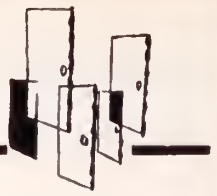
RECENT APPOINTMENTS

WAIT Chicago and WGMS Washington, D. C., to Avery-Knodel Inc.; KTOP Topeka, Kans.; WBOP Pensacola, Fla., and WDCL Clearwater, Fla., to Rambeau, Vance, Hopple Inc.—which also announces the opening of an Atlanta sales office. WKGN Knoxville, Tenn., to Richard O'Connell Inc.; KBON Omaha, Neb., to the McGavren-Quinn Corp. • • •

Cheseborough-Pond's Inc.	
Pertussin	*McCann-Erickson*
Vaseline	*McCann-Erickson*
Colgate-Palmolive Co.	
Aerosol Dental Cream	*Ted Bates*
Cashmere Bouquet Soap	*Bryan Houston*
Colgate Dental Cream	*Ted Bates*
Colgate Shave Cream	*John W. Shaw*
Ciba Pharmaceutical Products Inc.	
Anti-Ivy	*William Douglas McAdams*
Consolidated Royal Chemical Corp.	
Krank's Shave Kreem	*Gordon Best*
Creomulsion Co.	*Wayne, Tucker*
Denalan Co.	*Honig-Cooper*
Drug Research Corp.	
Sustamin and Regimen	*Kastor, Hilton, Chesley & Clifford*
Dusharme Products Corp.	*Graves & Assoc.*
Ex-Lax Inc.	*Warwick & Legler*
F & F Laboratories Inc.	*Rutledge & Lilienfeld*
Max Factor & Co.	
Cosmetics	*Doyle-Dane-Bernbach*
Curl Control	*Anderson-McConnell*
Father John's Medicine Co.	*Hermon W. Stevens*
Foods Plus Inc.	*Preston & Richards*
Foster-Milburn Co.	
Doan's Pills	*Street & Finney*
Gillette Co.	*Maxon*
Grove Laboratories Inc.	
Pazo Ointment	*Cohen & Aleshire*
Bromo Quinine Cold Tablets	*Gardner*
4-Way Cold Tablets	*Cohen & Aleshire*
No-Doze Awakeners	*Garfield*
Citroid Compound	*Dowd, Redfield & Johnstone*
Hudson Vitamin Products Inc.	*Pace*
Iodent Chemical Co.	*Grant*
The Andrew Jergens Co.	
Jergen's Lotion	*Cunningham & Walsh*
Woodbury Soap	*Cunningham & Walsh*
Deep Dew Penetrating Cream	*Cunningham & Walsh*
Keystone Laboratories Inc.	*Brick Muller*
Lambert-Hudnut Div. of Warner-Lambert Inc.	
Listerine	*Lambert & Feasley*
The Lavoris Co.	*Savage-Lewis*
Thomas Leeming Co.	
Ben-Gay	*William Esty*
Pacquin's	*William Esty*
Silk 'n Satin	*William Esty*
Lever Brothers Co.	
Pepsodent	*Foote, Cone & Belding*
Mennen Co.	
Men's Deoderant	*Marschalk & Pratt*
Miles Laboratories Inc.	
Alka-Seltzer	*Geoffrey Wade*
Nervine	*Geoffrey Wade*
Monticello Drug Co.	
666	*Charles W. Hoyt*
Veracil	*Charles W. Hoyt*
National Toilet Co.	
Nadinola Cream	*Roche, Rickerd & Cleary*
Odell Co.	
Trol	*Harold M. Mitchell*
Lydia O'Leary Inc.	*Williams Ad. Agcy.*
Peerless Pharmical Co.	*Allan Marin*
Chas. Pfizer & Co.	*Dowd, Redfield & Johnstone*
Pharmaceuticals Inc.	
Conti Shampoo	*Parkson*
Skol	*Parkson*
Zerumin	*Parkson*
Pharmaco Inc.	
Artra Skin Cream	*Tucker Wayne*
Correctol	*DCS&S*
Feen-A-Mint	*DCS&S*
Chooz	*DCS&S*
Pharma-Craft Corp.	
Coldene	*J. Walter Thompson*
Ting	*Cohen & Aleshire*
Pierce's Proprietaries	*Mogul, Lewin, Williams & Saylor*
Lydia E. Pinkham Medicine Co.	*Cohen & Aleshire*
Plough Inc.	
Coppertone	*Lake-Spiro-Shurman*
St. Joseph Aspirin	*Lake-Spiro-hurman*
Mexsana Powder	*Lake-Spiro-Shurman*
Pomatex Inc.	*R. T. O'Connell*
Q-Tips Sales Corp.	*L. C. Gumbinner*
Revlon Inc.	
Hi & Dri	*Mogul, Lewin, Williams & Saylor*
Top Brass	*Mogul, Lewin, Williams & Saylor*
Sun Bath	*Dowd, Redfield & Johnstone*

(Cont'd on p. 58)

report from agencies



In Joining Forces, Geyer, Morey, Madden & Ballard Form Radio-Active Ad Agency

United in ad strategy on January 1, two agencies who became one will speak henceforth with a "double-barrelled" radio voice.

Combining operations, Geyer Advertising Inc. and Morey, Humm & Warwick Inc. are now a single agency with the name of Geyer, Morey, Madden & Ballard Inc. It is estimated total radio billings for GMM&B add up to almost $5 million, more than $2 million for MH&W's Sinclair Refining account alone, and about an equal amount for Geyer accounts that include American Motors and American Home Foods.

Announcement of the merger gave this explanation of the new agency name: Sam M. Ballard, president of Geyer, is now president of GMM&B; Sylvester M. Morey, who was president of MH&W, is chairman of the board; B.B. Geyer, chairman of the board at Geyer, is chairman of the executive committee, and Edward D. Madden, who resigned as president of Keyes, Madden & Jones Inc. to join GMM&B, is vice chairman of the board. Headquarters for the new combination are in the Fuller Building, 595 Madison Avenue, New York.

Total billings for GMM&B amount to approximately $30 million—of which just over $20 million is represented by Geyer accounts and a little under $10 million is represented by MH&W accounts, according to the new agency.

Sinclair, largest single radio account of either Geyer or MH&W with "between $2 and $3 million" billed to the listeners' medium, is also the only radio account in the MH&W roster, reports William L. Wernicke, vice president and radio-tv director for MH&W.

Richfield Oil of New York uses radio, but on a cooperative basis handled by the corporation directly with its distributors, dealers and marketers, Mr. Wernicke says. ("By dealers' choice, radio gets 35 percent of all such cooperative funds spent in advertising.")

Of the Geyer accounts, the American Motors automotive division (Ramblers and Metropolitans) and Kelvinator and Leonard appliances divisions are the biggest users of radio, says Ray J. Mauer, vice president and director of radio-tv and assistant creative director at Geyer.

Other radio-attuned accounts among Geyer's billings are American Home Foods, Boyle-Midway, Doyle Packing Co. of New Jersey (Strongheart Dog Food), International Swimming Pool Corp. (maker of Esther Williams pools) and Olivetti Corp. of America.

"The resurgence of radio in recent years has brought about a whole new attitude toward copy," Mr. Mauer says regarding the medium's impact.

"Thank heavens for the change apparent today. Radio is a powerful selling tool—you can do things with sound alone that you can't accomplish in any other fashion." • • •

SPOT radio advertisers (Cont'd)

Harold F. Ritchie Inc.	
Eno	*Kenyon & Eckhardt*
Scott's Emulsion	*J. Walter Thompson*
Ronson Corp.	
Electric Shavers	*Grey*
R. Schiffman Co.	
Asthmador	*Philip J. Meany*
Shulton Inc.	
Old Spice	*Wesley Assoc.*
Shuptrine Co.	
Tetterine	*Harvey-Massengale*
Sleep-Eze Co.	*Mottl & Siteman*
Stanback Co.	*Piedmont*
Stephan's Distributing Corp.	*J. J. Coppo*
Sterling Drug Inc.	
Bayer Aspirin	*Dancer-Fitzgerald-Sample*
Bayer Nasal Spray	*Dancer-Fitzgerald-Sample*
Campho Phenique	*ThompsonKoch*
Double Danderine	*Thompson-Koch*
D-Con	*Dancer-Fitzgerald-Sample*
Dr. Lyon's Tooth Powder	*Dancer-Fitzgerald-Sample*
Energine	*Dancer-Fitzgerald-Sample*
Fletcher's Castoria	*Brown & Butcher*
Haley's M.O.	*Dancer-Fitzgerald-Sample*
Midol	*Thompson-Koch*
Molle	*Dancer-Fitzgerald-Sample*
Pepsomar	*Dancer-Fitzgerald-Sample*
Phillips Milk of Magnesia	*Dancer-Fitzgerald-Sample*
Slenderella International Salons	*Management Assoc. of Conn.*
Swedish Shampoo Laboratories	*Firestone*
Vick Chemical Co.	*Morse International*
Vitasafe Corp.	*Maxwell Sackheim*
Walgreen Co.	*R. Jack Scott*
Whitehall Laboratories	
Anacin	*Ted Bates*
Preparation H	*Ted Bates*
Dristan	*Bryan Houston*
White King Soap Co.	*EWR&R*
Yager Drug Co.	*Welch, Collins & Mirabelle*

Cleaners

B. T. Babbitt Inc.	
Bab-O	*Brown & Butcher*
The Bon Ami Co.	*Weiss & Geller*
Bu-Tay Products Ltd.	*Dan B. Minor*
Butcher Polish Co.	*N. W. Ayer & Son*
Cadie Chemical Products Inc.	*Direct*
Carbona Products Co.	*Rockmore*
Colgate-Palmolive Co.	
Fab	*Ted Bates*
Suber Suds	*Cunningham & Walsh*
Vel	*Norman, Craig & Kummel*
Economics Laboratory Inc.	*J. M. Mathes*
Fels & Co.	*Aitkin-Kynett*
Glamur Products Inc.	*Grey*
Hood Chemical Co.	*Pritchard, Daniels & Dreher*
S. C. Johnson & Son	
Glade	*Benton & Bowles*
Kiwi Polish Co.	*Cohen & Aleshire*
Lan-O-Sheen Inc.	*B. B. Brewer*
Leeds Chemical Products Inc.	*Livingston & Assoc.*
Lever Brothers Co.	
Breeze	*SSC&B*
Silver Dust Blue	*SSC&B*
Rinso Blue	*J. Walter Thompson*
Praise	*Kenyon & Eckhardt*
Hum Liquid	*SSC&B*
Pennsalt Chemicals Corp.	*Aitkin-Kynett*
Procter & Gamble Co.	
Cheer	*Young & Rubicam*
Spic & Span	*Young & Rubicam*
Dreft	*Dancer-Fitzgerald-Sample*
Clorox	*Honig-Cooper*
Oxydol	*Dancer-Fitzgerald-Sample*
Ivory Soap	*Compton*
Zest	*Benton & Bowles*
Blue Dot Duz	*Compton*
Tide	*Benton & Bowles*
Drene	*Compton*
Roman Cleaner Co.	*Gleason Ad. Agcy.*
Rust-Oleum Corp.	*O'Grady-Anderson-Gray*
Solarine Co.	*C. D. Ferguson*
S.O.S. Division of General Foods Corp.	*Foote, Cone & Belding*
Tidy House Products Co.	*Earl Ludgin*
West Chemical Products Inc.	*Paris & Peart*

report from networks



Karol Terms PCP 'Realistic;' Networks Cite Year-End Pick-Up in Business, Affiliates

CBS Radio's new "Program Consolidation Plan" represents "a realistic alignment with today's economic facts," declares John Karol, vice president in charge of CBS Radio network sales," and offers built-in values to the national advertiser.

"We have announced $1,136,000 worth of new business under the new plan," he tells U. S. RADIO. "from Stewart-Warner, Bristol-Myers, Lewis Howe and others. Advertisers and agency people have enthused meaningfully over the plan after careful study. All of which spells economic stability for our network *and* for our affiliates. It is my studied opinion that the other networks will eventually be formed to follow suit."

Mr. Karol declares that the plan has been "beneficial in many ways." He cites particularly the recent addition of KRMG Tulsa, 50 kw outlet, as affiliate.

"Everything that has occurred since the announcements of PCP leads to the inescapable conclusion," states Mr. Karol, "that the plan will enable CBS Radio to operate at a profit."

NBC Orders

NBC has announced $1,723,000 in net revenue, including 52-week orders from Waverly Fabrics, the Allis Chalmers Manufacturing Co. and the Lewis-Howe Co. Other orders were from the William Wrigley Jr. Co., the Savings & Loan Foundation, the Whitehouse Co., Marlboro Cigarettes, Ray-Bestos-Manhattan Inc., Time Magazine, The Academy of Motion Picture Arts & Sciences and Magla Productions. This business was signed in a three week period.

ABC Business

John H. White, ABC director of national sales, has announced the signing of Colgate-Palmolive Co., R. J. Reynolds Tobacco Co., Glenbrook Division of Sterling Drug Inc., and A. E. Staley Manufacturing Co. to 52-week contracts. Other business in what he calls "a $2 million pre-Christmas selling spree," includes orders from the Grove Laboratories Inc., Plough Inc. and the William Wrigley Jr. Co. to sponsor network newscasts. He also reports the signing of the Van Nuys Savings & Loan Association for *Breakfast Club* segments, Kiplinger Washington Agency Inc. for *Changing Times* and two renewals: Assemblies of God for *Revival Time* and Clairol Inc. for *Breakfast Club*. A. E. Staley Manufacturing Co. will continue to sponsor the *Peter Lind Hayes-Mary Healy Show* moving to ABC this month. The firm has also signed for segments of *Breakfast Club*. Both contracts are for 52 weeks.

Affiliation News

WBBW Youngstown, O., has signed as an affiliate of Mutual Broadcasting System. KIMA Yakima, Wash.; WBNZ Saranac Lake, N.Y., and WSAN Allentown, Pa., have joined NBC. WSAN, formerly a 20-year NBC affiliate, returns to that network after a two-year absence. • • •

Transportation: Automobiles, Airlines, etc.

Air France	*BBDO*
Air Transport Assn. of America	*Ketchum, McLeod & Grove*
American Airlines Inc.	*Lennen & Newell*
Avis Rent-a-Car System	*McCann-Erickson*
Braniff International Airways	*Potts-Woodbury*
Capital Airlines	*Kenyon & Eckhardt*
Chesapeake & Ohio Railway Co.	*R. Conahay*
Chrysler Corp.	
Chrysler	*Young & Rubicam*
DeSoto	*BBDO*
Dodge Cars	*Grant*
Imperial	*Young & Rubicam*
Dodge Trucks	*Ross Roy*
Plymouth	*N. W. Ayer & Son*
Continental Air Lines Inc.	*J. Walter Thompson*
Continental Trailways Bus System	*Sanders Ad. Agcy.*
Delta Air Lines	*Burke Dowling Adams*
Eastern Airlines Inc.	*F. D. Richards*
Ford Motor Co.	
Ford Dealers	*J. Walter Thompson*
Ford Tractor	*J. Walter Thompson*
Ford Car	*J. Walter Thompson*
Lincoln-Mercury	*Kenyon & Eckhardt* (account since moved)
Edsel	*Foote, Cone & Belding* (account since moved)
Galaxie	*J. Walter Thompson*
GMAC	*Campbell-Ewald*
General Motors Corp.	
Chevrolet Car	*Campbell-Ewald*
Oldsmobile	*D. P. Brother*
Chevrolet Truck	*Campbell-Ewald*
Pontiac	*MacManus, John & Adams*
Cadillac	*MacManus, John & Adams*
Buick	*McCann-Erickson*
Great Northern Railway Co.	*J. W. Forney*
Greyhound Corp.	*Grey*
Hillman Car	*EWR&R*
K.L.M. Royal Dutch Airlines	*EWR&R*
Kansas City Southern Lines	*Potts-Woodbury*
Lark	*Burke Dowling Adams*
Matson Navigation Co.	*Fuller & Smith & Ross*
Missouri Pacific Railroad Co.	*D'Arcy*
National Airlines	*Southern*
National Van Lines	*Wade Ad. Agcy.*
Northeast Airlines Inc.	*J. Walter Thompson*
North American Van Lines	*Applegate*
Northeast Airlines Inc.	*J. Walter Thompson*
Northern Pacific Railway Inc.	*BBDO*
Northwest Orient Airlines	*Campbell-Mithun*
Pan American-Grace Airways Inc.	*J. Walter Thompson*
Pan American World Airways	*J. Walter Thompson*
Rambler Car	*Geyer*
Renault Car	*Needham, Louis & Brorby*
Sabena Belgian World Airlines	*Marschalk & Pratt*
Scandanavian Airlines System	*Burke Dowling Adams*
Simca Car	*Fairfax*
Southwest Airways Co.	*Abbott Kimball*
Trans American Airlines	*Cole, Fischer & Rogow*
Transocean Air Lines	*Castelman & Hopper*
Trans-Texas Airways	*Tracy-Locke*
Trans World Airlines Inc.	*Foote, Cone & Belding*
Union Pacific Railroad	*Caples*
United Air Lines Inc.	*N. W Ayer & Son*
Volkswagen of America Inc.	*J. M. Mathes*
Volvo Distributing Corp.	*Advertising Agencies Inc.*
West Coast Airlines	*Miller, MacKay, Hoeck &Hartung*
Western Air Lines Inc.	*BBDO*
Willys Motors Co.	*Norman, Craig & Kummed*

Tobacco Products

American Tobacco Co.	
Lucky Strike	*BBDO*
Pall Mall	*SSC&B*
Hit Parade	*BBDO*
Tareyton	*L. C. Gumbinner*
Rio Tan Cigars	*L. C. Gumbinner*
Bayuk Cigars Inc.	
Phillies	*Feigenbaum & Werman*
Brown & Williamson Tobacco Corp.	*Ted Bates*
Consolidated Cigar Sales Co.	
Dutch Masters	*EWR&R*

(Cont'd on p. 60)

report on FM

Fm Scores Growth Year In Number of Stations, Sets; 1959 Looms Even Brighter

With 571 commercial fm stations on the air compared to 537 a year ago, fm continues to show evidence of growth and acceptance.

This heightened interest in fm has prompted the flow of additional facts and news on various facets of the medium. The National Association of Broadcasters has made known that it will soon release a new monthly publication called *FM-phasis*. It will be sent to fm members of the NAB. The purpose of the new publication, as stated by NAB, is to "keep fm broadcasters informed of latest developments and provide data useful in promoting the medium."

And since autumn, Electronics Industries Association has been providing monthly figures on fm set production (see below).

In line with this, Ben Strouse of WWDC Washington, chairman of the NAB Fm Radio Committee, declares that fm set sales will top 500,000 for 1958. He says that in addition to the more than 14 million fm receivers in use throughout the country, an increasing number of automobiles are equipped with fm radios. He cites the Chicago-Milwaukee area as having more than 5,000 cars with fm radios.

Paralleling the numerical growth of fm has been the tendency toward separate programming of stations from am stations.

When WVCG-AM Coral Gables, Fla., suspends broadcasting daily at sunset, for example, its new fm outlet continues until midnight. The station management reports that WVCG-FM was completely sold out for its first day of broadcasting in November, and that prior to going on the air contracts were secured for 60 percent of the total fm-only broadcast time available. During daylight hours, the stations simulcast.

Recent entry into the fm field in Chicago is WFMQ, which is on the air daily from 4 p.m. to midnight. Among the station features are nightly editorials and *Sound for the Sightless*—a public service program beamed to the blind and featuring dramas and readings.

KHMS El Paso, Tex., describing itself as the first commercial fm outlet there, has begun operation. The station will feature "good music" programming from 4 p.m. to midnight on weekdays, 12 noon to midnight on weekends and holidays.

Fm Factory Production

Fm factory production for October totaled 59,586 sets, according to Electronics Industries Association, up 18,178 over August. Total set production for 1958 so far is 235, 647. • • •

SPOT radio advertisers (Cont'd)

G.H.P. Cigar Co.	
La Palina	*Compton*
Garcia y Vega Inc.	*Woodward, Van Lear*
General Cigar Co.	*Young & Rubicam*
Geo. W. Helme Co.	*Cunningham & Walsh*
Larus & Brother Co.	
Holiday Tobacco	*Cargill & Wilson*
Liggett & Myers Tobacco Co.	*McCann-Erickson*
P. Lorillard Co.	*Lennen & Newell*
Mail Pouch Tobacco Co.	
Kentucky Club	*Charles W. Hoyt*
Philip Morris Inc.	
Parliament	*Benton & Bowles*
Philip Morris	*N. W. Ayer & Son*
Marlboro	*Leo Burnett*
R. J. Reynolds Tobacco Co.	*William Esty*

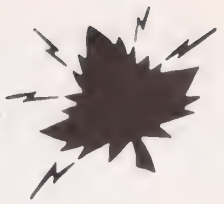
Gas, Oil and Auto Accessories

American Oil Co.	*BBDO*
American Viscose Corp.	
Rayon Cord for Tires	*Arndt, Preston, Chapin, Lamb & Keen*
Anderson Co.	
Windshield Wipers	*Reincke, Meyer & Finn*
Atlantic Refining Co.	*N. W. Ayer & Son*
Bardahl Manufacturing Co.	*Miller, Mackay, Hoeck & Hartung*
Champion Spark Plug Co.	*J. Walter Thompson*
Champlin Oil & Refining Co.	*Tracy-Locke*
Cities Service Co.	*Ellington & Co.*
Clark Oil & Refining Corp.	*Mathisson & Assoc.*
Commercial Solvents Corp.	*Fuller & Smith & Ross*
Continental Oil Co.	*Benton & Bowles*
Crown Central Petroleum Corp.	*Al Paul Lefton*
Demert & Dougherty Inc.	*Arthur Meyerhoff*
D-X Sunray Oil Co.	*Potts-Woodbury*
Esso Standard Oil Co.	*McCann-Erickson*
Firestone Tire & Rubber Co.	*Sweeney & James*
General Petroleum Co.	
Mobilgas	*Stromberger, LaVene, McKenzie*
General Tire & Rubber Co.	*D'Arcy*
B. F. Goodrich Co.	*BBDO*
Goodyear Tire & Rubber Co.	*Young & Rubicam*
Gulf Oil Corp.	*Young & Rubicam*
Hancock Oil Co.	*Heintz*
Humble Oil & Refining Co.	*McCann-Erickson*
International Parts Corp.	*Arthur J. Rosenbloom*
Kerr-McGee Oil Industries Inc.	
Deep Rock Petroleum Products	*Runkle, Low*
Magnolia Petroleum Co.	*Ratcliffe Ad. Agcy.*
National Carbon Co.	
Prestone	*William Esty*
Ohio Oil Co.	*N. W. Ayer & Son*
Phillips Petroleum Co.	*Lambert & Feasley*
Pure Oil Co.	*Leo Burnett*
Purolator Products Inc.	*J. Walter Thompson*
Rayco Manufacturing Co.	*Mogul, Lewin, Williams & Saylor*
Shell Oil Co.	*J. Walter Thompson*
Sinclair Refining Co.	*Morey, Humm & Warwick*
Skelly Oil Co.	*B. B. Brewer*
Socony-Mobil Oil Co.	*Compton*
L. Sonneborn Sons Inc.	
Amalie Oil	*C. A. Kroening*
South Penn Oil Co.	
Pennzoil	*Fuller & Smith & Ross*
Standard Oil Co. of California	
Calso Gas	*BBDO*
Standard Oil Co. (Indiana)	*D'Arcy*
Standard Oil Co. (Ohio)	*McCann-Erickson*
Stewart-Warner Corp.	
Alemite Division	*MacFarland, Aveyard*
The Texas Co.	*Cunningham & Walsh*
Tidewater Oil Co.	*Foote, Cone & Belding*
U. S. Rubber Co.	*Fletcher D. Richards*
Wearever Sparkplugs	*Tv Advertising Assoc.*

Miscellaneous

AFL-CIO	*Furman, Feiner & Co.*
Herbert M. Adler Shoes	*Frederick-Clinton*
Albers Milling Co.	*EWR&R*
Allen Products Corp.	*Direct*
Allied Chemical & Dye Corp.	*A. S. Noble*
Allstate Insurance Co.	*Leo Burnett*
A. C. Allyn & Co.	*J. R. Pershall*
Admiral Corp.	*Henri, Hurst & McDonald*
Aluminum Co. of America	*Fuller & Smith & Ross*
American Can Co.	*Compton*
American Cyanamid Co.	*Cunningham & Walsh*

report from Canada



New Canadian Board To Pursue Establishment Of Private Networks

The new Canadian Board of Broadcast Governors, which took over regulation of Canadian broadcasting almost two months ago, has continued with the old Canadian Broadcasting Corp. regulations until its 15-man board of governors organizes and sets about writing new ones.

High up on the list of problems that the BBG will face in 1959 is agitation by independent broadcasters for privately-owned networks. (See *Report from Canada*, August 1958.) Members of the Canadian Association of Broadcasters passed a resolution at their last meeting authorizing the association "to take whatever steps . . . necessary to seek the establishment of the right to form networks freely." Under the new Broadcasting Act, competitive independent networks have won that right. Now BBG must work out the details.

The CBC, which had regulated all broadcasting in Canada, is now under the jurisdiction of the BBG. CBC continues to operate its government-owned stations and networks.

The BBG is set up to act in a judicial capacity. There are no professional broadcasters on the board. Of the three permanent members, one is a university president, one an English-language newspaper editor and the third a writer and former French-language editor.

BBM Clinics

The Bureau of Broadcast Measurement has announced continuance of its "industry clinics for ratings and surveys" into 1959, with seven meetings scheduled for January in five cities.

Clinics are scheduled for Toronto, January 8 and 9; Halifax, January 12; Moncton, January 13; Montreal, January 14 and 15, and Ottawa, January 16. (See *Report from Canada*, December 1958.) • • •

American Machine & Foundry Co.	
Automatic Pinspotters	*Cunningham & Walsh*
American Motors Corp.	*Geyer*
American Steel Wire Div. of U. S. Steel	*BBDO*
American Viscose Corp.	*Arndt, Preston, Chapin, Lamb & Keen*
Anchor Serum Co.	*LaGrange & Garrison*
Ames, Harris, Neville Co.	*Cappel Pera & Reid*
Armour Fertilizer Works	*Liller, Neal, Battle & Lindsey*
Austex Foods Inc.	*Fitzgerald Ad. Agcy.*
Auto-Owners Insurance Co.	*Lamas*
Avco Manufacturng Corp.	*Benton & Bowles*
Bache & Co.	*Albert Frank-Guenther Law*
Ball Brothers Co.	*Applegate Ad. Agcy.*
Bank of America	*Johnson & Lewis*
Barton Manufacturing Co.	*Gardner*
Bausch & Lomb Optical Co.	*BBDO*
Beneficial Finance Co.	*Albert Frank-Guenther Law*
Benrus Watch Co.	*Lennen & Newell*
Bird & Son	*H. B. Humphrey, Alley & Richards*
Blue Cross-Blue Shield	*J. Walter Thompson*
Bond Stores Inc.	*Keyes, Madden & Jones; Compton* (California)
Borg Warner Corp.	
Automobile parts	*Rogers & Smith*
Boyle-Midway Inc.	
Black Flag Insecticide	*J. Walter Thompson*
B.V.D. Co.	*Al Paul Lefton*
California Spray-Chemical Corp.	*McCann-Erickson*
Calo Dog Food Co.	*Direct*
Caloric Appliance Corp.	*EWR&R*
Cameo Curtains Inc.	*Friend-Reiss*
Cannon Mills Inc.	*N. W. Ayer & Son*
Cargill Inc.	*B. B. Brewer*
Cat's Paw Rubber Co.	*S. A. Levyne*
Charmin Paper Products Division	*Campbell-Mithun*
Chase Manhattan Bank	*Albert Frank-Guenther Law*
Cherry-Burrell Corp.	*Buchen*
Chicopee Mills Inc.	*Lennen & Newell*
Church & Dwight Co.	*J. Walter Thompson*
Columbia-Southern Chemical Corp.	*Ketchum, McLeod & Grove*
Comar Industries Inc.	*Kushins, Anderson & Takaro*
H. D. Conkey & Co.	*K. B. Butler*
Continental Wax Co.	*Product Services*
Cook & Dunn Paint Corp.	*H. Swanson Assoc.*
Cook Paint & Varnish Co.	*Potts-Woodbury*
Corn Products Refining Co.	C. L. Miller
Cowles Magazines Inc.	*McCann-Erickson*
Crawford Clothes Inc.	*Al Paul Lefton*
Crown Zellerbach Corp.	*Cunningham & Walsh*
Crows Hybrid Corn Co.	*Critchfield*
Curtis Publishing Co.	*BBDO*
Dale Dance Studios	*William Warren, Jackson & Delaney*
Davison Chemical Co.	*St. George & Keyes*
Davol Rubber Co.	*D'Arcy*
Dempster Brothers Inc.	*Lavidge & Davis*
DeVoe & Reynolds Co.	*J. Walter Thompson*
Diamond Match Co.	*Doremus & Co.*
Doeskin Products Inc.	*Weiss & Geller*
Dow Chemical Co.	*MacManus, John & Adams*
Judson Dunaway Corp.	*J. M. Mathes*
E. I. DuPont De Nemours Co.	*BBDO*
Elgin National Watch Co.	*J. Walter Thompson*
Emerson Radio & Phonograph Corp.	*Gore Smith Greenland*
Eveready Batteries	*William Esty*
Eversharp Inc.	*Cunningham & Walsh*
Excell Laboratories	*Grant*
Florists Telegraph Delivery Assn.	*Grant*
Forst Packing Co.	*Kaplan*
General Electric Co.	
Refrigerators	*Young & Rubicam*
Telechron Alarm Clocks	*N. W. Ayer & Son*
General Insurance Co. of America	*Cole & Weber*
Gooch Feed Mill Co.	*G. E. Broyles*
Robert Hall Clothes Inc.	*Frank B. Sawdon*
Hamilton Watch Co.	*N. W. Ayer & Son*
Harper & Brothers	*Denhard & Stewart*
Hercules Powder Co.	*Fuller & Smith & Ross*
Hess & Clark Inc.	*Klau-Van Pietersom Dunlap*
Hill Packing Co.	*Davis Ad. Agcy.*
Hilton Hotels Corp.	*Needham & Grohman*
Howard Stores Corp.	*Silberstein-Goldsmith*
Hotpoint Co.	*Maxon Inc.*
Hudson Pulp & Paper Co.	*Norman, Craig &Kummel*
Insurance Co. of North America	*N. W. Ayer & Son*
International Correspondence Schools	*Albert Frank-Guenther Law*
International Harvester Co.	*Aubrey, Finlay, Marley & Hodgson*
International Latex Corp.	*Reach, McClinton*
International Minerals & Chemical Corp.	*Needham, Louis & Brorby*
Kendall Milk Filters	*H. B. Humphrey, Alley & Richards*
Kiplinger	*Albert Frank-Guenther Law*
Magle Silicone Ironing Board Cover	*Edward Leib*
Maidenform Bra	*Norman, Craig & Kummel*
Thom McAn Shoes	*Boyle, Dane, Bernbach*
Merrill Lynch, Pierce, Fenner & Smith	*Albert Frank-Guenther Law*
Parson's Ammonia	*Hedrick & Johnson*
Pittsburgh Sun-Proof Paint	*Maxon*
Prentice Hall	*Albert Frank-Guenther Law*
Readers' Digest	*Schwab & Beatty*
Remington Mallsaw	*BBDO*
Ripley Clothes	*Bobley*
Scott Mitchell Drills	*Alvin Epstein*
S&H Green Stamps	*Young & Rubicam*
Simmons Co.	*Young & Rubicam*
Standard & Poor	*Maxwell Sackheim*
Time Inc.	*E. B. Wilson*
Waverly Fabrics	*Maxwell Sackheim*
Wedgewood	*St. George & Keyes*
White Tower Stands	*J. C. Morrow*
Zippy Liquid Starch	*Seberhagen Inc.*



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radio research

KONO Research Study Points Up Emphasis On Qualitative Data

"Advertisers and agencies more and more are demanding to know not only how many—but who," says Avery Gibson, director of research for H-R Representatives Inc. "Stations and their representatives must supply more than mere numbers." (See *Radio Research,* November 1958.)

It is for this reason that KONO San Antonio, an H-R represented station, commissioned Pulse to take a special qualitative survey evaluating the market's radio audience in terms of rental level—a measure of income and discretionary buying power. Also, the research firm was asked to determine the "adult-impact" of each station in the upper and middle income level.

"This information is available to anybody who buys the various services," Miss Gibson notes. "The significance of the KONO report is that it places the assembled qualitative information before the timebuyer in an easily readable form."

Miss Gibson sees a trend in the direction of qualitative audience analysis on the part of H-R clients as well as others. "It is apparent today a number alone is not indicative of what a client wants," she declares. "With more regular listening now, compared to the quarter-hour tuning of 10 years ago, advertisers want the character of a particular station's audience defined for them. They are more interested in the penetration of a station in an average week than, say, in the specific rating of the 7:29 a.m. spot on Monday."

Another indication that advertisers are more interested in the over-all character of stations and audiences, according to Miss Gibson, is the trend toward "selling the sound along with the numbers." She explains that more selling is being done with tape to let timebuyers hear "just how exciting" is the sound of many stations (see *Selling the Sound,* December 1958).

"Unfortunately, with most buying done in New York," she says, "buyers tend to try and relate out-of-town stations to the sounds of New York stations, a practice that is not too valid. By taking them a 30-minute tape we give agencies a showcase for their commercials—along with the ratings, cost per thousand, success stories and the rest.



Avery Gibson, H-R Representatives.

"It is only this combination of tapes and qualitative research that can give a timebuyer a true indication of the character of a station and its audience," she declares.

Qualitative research should be done on any aspect of a station's audience that the market requires, Miss Gibson asserts. Stations and representatives will then be meeting the "increasing timebuyer demands for information beyond the numbers."

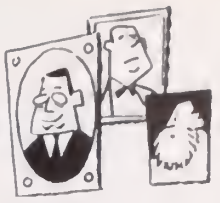
Science vs Art

Eliminate emotion and stick to the facts when buying and selling air media, advises Adam Young, president of Adam Young Inc. He urges the industry to make broadcast buying "more of a science than an art" by divorcing it from emotional factors and fully utilizing ratings and other available audience research.

Airing his views at a recent Time Buying & Selling Seminar of the Radio-Television Executives Society, he says, "The answers given by our research services are more reliable than the personal opinions of station operators, media salesmen and media buyers." He indicates, however, that because the problems of measuring are so complex, the established measuring services may not be the final word for a timebuyer.

"In my opinion," asserts Mr. Young, "the most studious buyer is the one who studies trends and is able to determine through the projection of figures just what will happen in the next rating book. A smart buyer can make great buys before the rates catch up with the audience." • • •

names and faces



Noting the Changes Among

AGENCIES

W. DONALD MIX, copy group head in New York, and CHARLES RUSSELL, director of radio-tv in San Francisco, named vice presidents of BBDO Inc.

ROBERT PASCH, a vice president of Kenyon & Eckhardt Inc., New York, named associate copy director. Newly elected vice presidents of K&E: RICHARD McSHANE KELLY, senior account executive; REGINALD F. PIERCE JR. and JEROME H. GORDON, account executives; CHAUNCY F. KORTEN and EDWARD B. HENDERSON, art supervisors, and DEANE COORDS, copy supervisor. K&E also named ROBERT M. ELLIS an account executive in Detroit.

EDWARD W. KARTHAUS, account executive at Erwin Wasey, Ruthrauff & Ryan Inc., New York, elected a vice president.

EDWARD J. GARVEY appointed a vice president of J. M. Mathes Inc., New York. He is an account supervisor. Also, ROBERT S. COLLINS and JAMES O. RANKIN promoted to assistant creative directors and MARY ENTREKIN, formerly with Daniel & Charles Inc., New York, appointed an account executive.

CHRISTY WALSH, formerly with Ted Bates & Co., has joined Ogilvy, Benson & Mather Inc. as manager of its new Hollywood office.

ROBERT S. WRIGHT JR., formerly an art director with J. M. Mathes Inc., New York, appointed creative director of Hogan, Rose & Co., Knoxville, Tenn.

W. K. COCHRANE SR., formerly with Duffy, McClure & Wilder Inc., named an account supervisor at Wellman-Buschman Co., Cleveland.

RALPH L. YOUNG, previously with Beckman Industries Inc. appointed an account executive at Compton Advertising Inc., Los Angeles.

GEORGE A. PRESTON, formerly with Riedl & Freede Inc., Clifton, N. J., has joined Albert Frank-Guenther Law Inc., New York, as an account executive.

ARNOLD POLK, former advertising manager of Sav-On Drug Stores, named director of merchandising at Beckman-Koblitz Inc., Chicago.

BETTY BASTION and BURTON KAPLAN named to the public relations department of Hicks & Greist Inc., New York.

JACK WISE, formerly radio-tv farm director at KCMO Kansas City, Mo., has joined the farm radio department of Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

STATIONS

CHARLES F. GRISHAM elected president and general manager of the Alabama Broadcasting System which operates WAPI-AM-FM-TV Birmingham.

HOMER H. ODOM, former commercial manager of WAKY Louisville, appointed general manager of WEZE Boston.

ROBERT J. DUFFY promoted from sales manager to station manager of KOLR Sterling, Colo.

JAMES A. JORDAN, former sales manager of WJJD Chicago, named to a similar position at WOKY Milwaukee.

ROBERT S. De TCHON, former sales manager of WHK and WJMO Cleveland, appointed sales manager of WYDE Birmingham.

BILL ALFRED, former sales manager at KAKC Tulsa, named to similar post at KIOA Des Moines.

LINCOLN L. HILBERT promoted from merchandise field man to merchandising manager of WLW radio-tv Cincinnati.

DAVID RING, formerly with General Electric as a merchandising representative, has joined the merchandising department of KMOX St. Louis.

DONALD R. EVERS promoted from account executive to general sales manager at KEMB San Diego.

BARRETT H. GEOGHEGAN promoted from account executive to sales manager of WABC New York. Also THOMAS A. MAGER, formerly with A&P food stores, named merchandising manager of WABC.

ED SLOAN, former sales manager of WAMS Wilmington, Del., promoted to midwest sales director of Rollins Broadcasting Inc. He is succeeded by DICK LEE of the WAMS sales staff.

WILLIAM M. SCRUGGS JR., formerly vice president and manager of the Atlanta office of Bomar Lowrance and Associates, station representatives, appointed promotion manager of WSOC-AM-TV Charlotte, N. C.

REPRESENTATIVES

GORDON F. HAYES, general manager of CBS Radio Spot Sales, appointed vice president in charge.

RICHARD H. CLOSE, director of represented stations for NBC Spot Sales, promoted to director of NBC Spot Sales.

BERNARD I. OCHS, formerly with WLWA (TV) Atlanta, has joined Rambeau, Vance, Hopple Inc. to head its new Atlanta sales office.

DON CHAPMAN, formerly a media group supervisor at Lennen & Newell Inc., New York, and EDWARD W. A. SMITH, formerly an account executive with Henry I. Christal Co., New York, named to the radio sales staff of Adam Young Inc.

NETWORKS

JAMES G. RIDDELL, a member of the board of American Broadcasting-Paramount Theatres Inc. and vice president of ABC, named chief executive officer in charge of the ABC Western Division with headquarters in Hollywood. He succeeds EARL HUDSON, who will continue as a vice president of ABC and as AB-PT's representative on the board of Disneyland Inc.


Jardan


Geaghegan


Grisham


Clase


Hayes


Hilbert


Cachrane


De Tchon

EDITORIAL



. . . evaluating the year ahead

OPTIMISTIC SIGNS

Evaluating the business outlook for a year ahead is never an easy task. In the case of radio, there are many optimistic and encouraging signs for 1959.

According to the National Association of Broadcasters, radio in 1958 for the third consecutive year scored an increase in gross revenue —from $622.5 million in 1957 to $641 million last year (see *Outlook '59: Will It Be Better Than 1958?*, p. 25). This widening use of the listener's medium portends well for 1959.

Another positive guidepost is that radio forces are ready to unleash one of the most ambitious sales building programs in the history of the medium. With 1959 the year of the hard sell, Radio Advertising Bureau and Station Representatives Association are working on new sales approaches.

THE COMPANY LEVEL

Although RAB promotes total radio while SRA is the spot promotion organization, there seems to be one thing in common in their 1959 efforts.

Both have come to the same conclusion that, in general, it is just as necessary to reach the advertising manager—or higher—at the company level as it is to talk to agency executives. In this way, the whole buying group is reached.

This same approach appears worthy of adoption on all levels of the sound medium—national, regional and local.

In addition to these positive notes in a year of hard sell, there are also warning signals that must be heeded. One of the most important is the civil war within radio that keeps the medium's sales forces concentrated on a fixed percentage of radio ad outlays. With relative harmony and cooperation, radio could work together to expand the total expenditures headed its way.

Competition is the lifeblood of any business—but let it be against *other media* as opposed to competition *within* radio today.

ALL-INDUSTRY SELLING

One resolution we put up for adoption in the coming year is that radio salesmen everywhere allot a fixed percentage of every sales call to the selling of the radio medium alone.

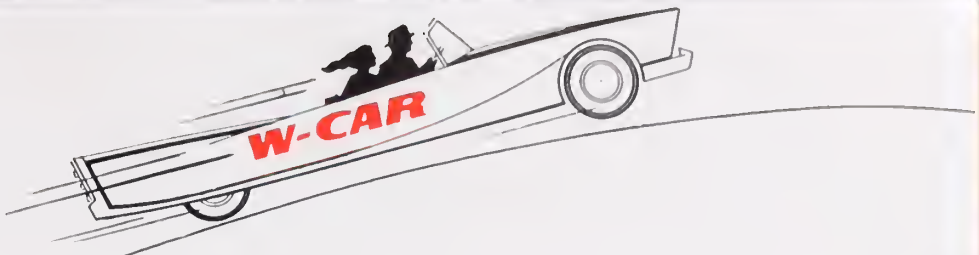
We realize that this all-industry approach more often than not is considered academic when confronted with the realities of day-to-day selling. We still believe, however, that radio can be furthered best by promoting the interests of the whole medium.

The advances that radio made in 1958 are significant and should be used to further the medium in 1959.

Radio listening has risen substantially throughout the day with the exception of only three hours (see chart, p. 26). For example, in the 9 to 10 a.m. period, 7,679,000 homes were using radio on the average minute in October 1958 compared with 6,286,000 in October 1957. In addition, the number of radio sets are up to 145 million.

The year 1959 offers a great opportunity. With the new sales development efforts planned, the coming months should be big ones.

50,000 watts
1130 kc



Facts Of Broadcasting — DETROIT

In the Home

of the Automobile . . .

Where advertising people

. . . . know their Market, and

. . . . know their media

. . . . along with their Motor Cars . . . .

A top national agency's

own 1958 private survey

disclosed

W-CAR carrying more

Automobile Advertising

—regional, national and dealers—

than any other

Detroit Area station

* * *

Your
'59
Budget
will
GO
Farther
on
W-CAR
Lowest cost per thousand
in Detroit Area

Detroit Sells Cars — and Buys W-CAR!

W-CAR — DETROIT . . . 50,000 watts on 1130 KC

SOLID

NO. 1 Morning
Afternoon
Evening

KOIL
OMAHA

HOOPER	TRENDEX	PULSE
Oct.-Nov.'58		Sept.'58
8 AM - 6 PM	8 AM - 6 PM	
36.2 share	40.8 share	

KOIL leads in 458 out of 504 quarter-hours with a flat 30 rating morning and afternoon.

Check the
RATING
of your choice
KOIL is Your
"MUST BUY" station
in
OMAHA

SOLID
NO. 1 ALL DAY

KMYR
DENVER

HOOPER	PULSE
July-Aug.'58	17 County Area July '58
NO. 1 ALL DAY	More quarter-hour firsts than any other Denver station.

COVERAGE
where it counts
KMYR
A VITAL FORCE
in selling
Today's DENVER

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — *President*

★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 3—NO. 2

FEBRUARY 1959

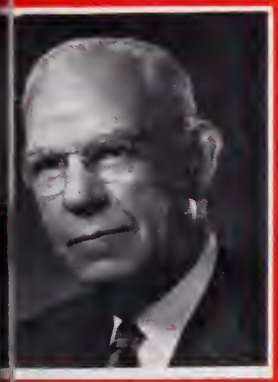
35 CENTS

ENT ON SPOT
sentatives Gear
Hard-Sell Year
page 23

RATION BARRAGE
Salesmen Show
nal Clients 'How'
page 30

IVO BARKS BACK
Food Returns With
Budget to Radio
page 26

9 NAB PREVIEW
of 'Streamlined'
ention Under Way
page 38



S. E. Cowell
versified Radio Buys
re for Iron City Beer
Two Sound Decades
page 34



TWO FIRST PLACE BLUE RIBBONS that's the NEW KIOA STORY!



AND

FIRST IN IOWA
PROVED BY NEW 70 COUNTY AREA PULSE—NOV., 1958!

FIRST IN DES MOINES
FOR 22 CONSECUTIVE MONTHS ACCORDING TO HOOPER!

FIRST IN LOWEST COST PER 1,000
SEE YOUR WEED REPRESENTATIVE FOR FULL INFORMATION. HE'LL GIVE YOU PROOF THE NEW KIOA HAS THE LOWEST COST PER 1,000 OF ANY MEDIA (AIR OR PRINT!) COVERING THE STATE OF IOWA!

YOUR BLUE RIBBON BUY IN IOWA!

The New KIOA
THE STATION THAT IOWA LOVES—BECAUSE WE LOVE IOWA
940 KC • DES MOINES, IOWA • JIM DOWELL, V.P. And Gen. Mgr.



Public Radio Corp.

THE NEW KIOA
10,000 WATTS • FIRST IN DES MOINES

THE NEW KAKC
1,000 WATTS • FIRST IN TULSA

LESTER KAMIN, PRESIDENT

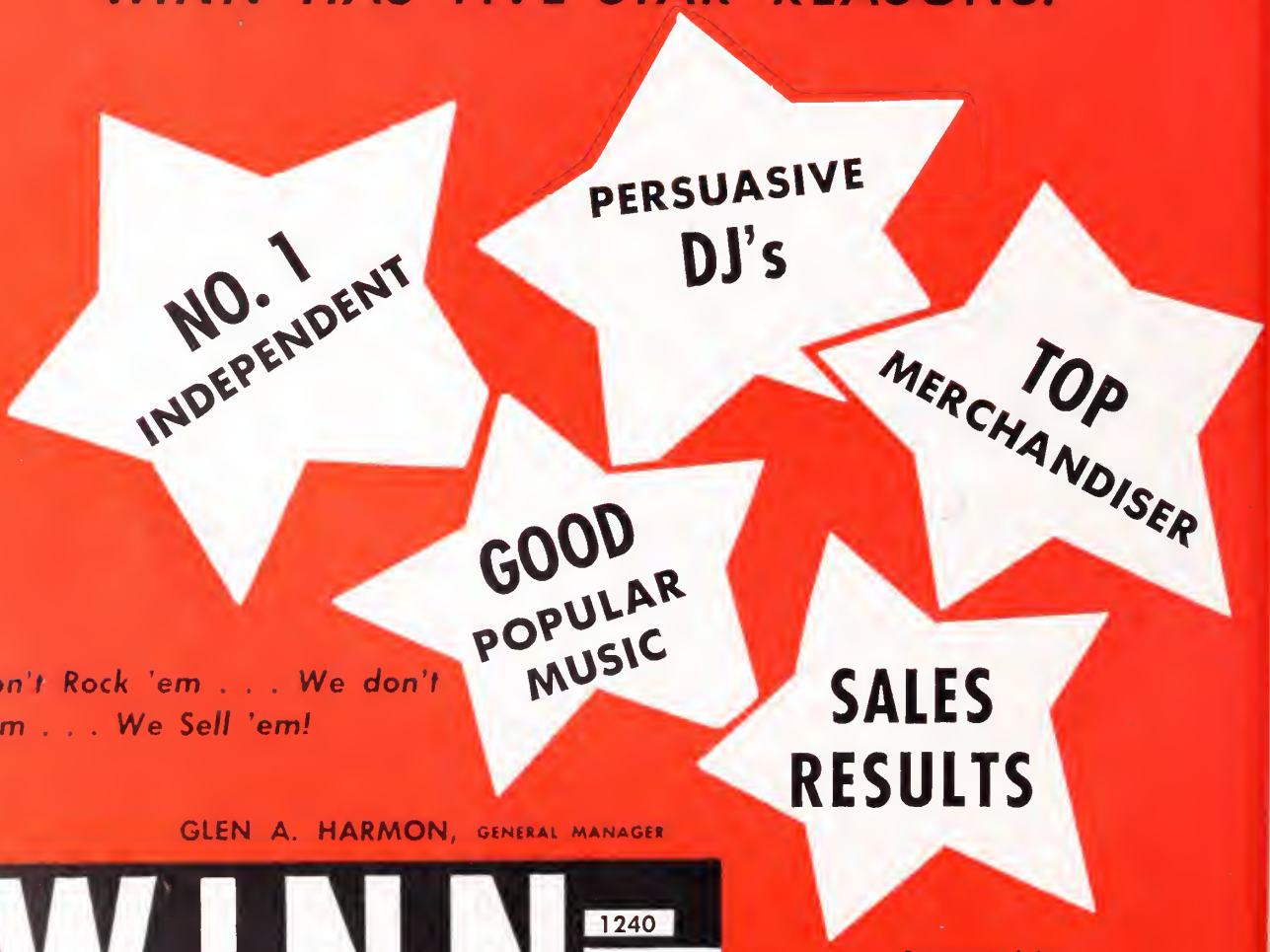
MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND WINN HAS FIVE-STAR REASONS:



We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by
AVERY-KNODEL
INCORPORATED



Radio's Barometer

$641,000,000 '58 Radio
(NAB est.-gross)

$178,000,000—Spot '58
(SRA est.)

37,800,000 Car Radios

145,000,000 Sets in Use

3,904 Stations on Air

11,051,499 Sets Made
(11-month EIA est.)

Spot: In light of opinions by some to the contrary, Lawrence Webb, managing director of Station Representatives Association, believes that spot radio in 1958 will be about five percent above 1957. He estimates that when final figures are in spot radio will gross $178 million (see *Accent on Spot*, p. 23). SRA also estimates that spot business for the first nine months of 1958 totaled $126,010,000 compared with $122,060,000 for the same 1957 period.

Network: NBC Radio, CBS Radio and ABC Radio have reported new business for varying periods. NBC has announced $7,210,000 in net business since November 1, with about $1 million having been signed since mid-December. CBS has reported $350,000 in new business in a week to add to the $1.5 million in sales since it announced its PCP format. ABC reports that sponsored time in 1958 was 23 percent ahead of 1957. (See *Report from Networks*, p. 59.)

Local: Four stations—KNX Los Angeles, WABC and WQXR New York, and KALI Pasadena, Calif.—have reported winding up 1958 with increasing sales. KNX says it set a near all-time record of $108,000 in net billings for a single week in mid-December. WABC reports that local radio sales in the fourth quarter of 1958 were 52 percent ahead of the same 1957 period. KALI declares that during the final quarter of 1958 billings increased more than 40 percent due in part to the station's new 24-hour operating schedule. WQXR reports that 1958 sales hit an all-time high—about six percent higher than 1957.

Stations: The number of am and fm stations on the air as of mid-January totals 3,904, an increase of 18 (11 am and seven fm) over the prior month.

	Commercial AM	*Commercial FM*
Stations on the air	3,326	578
Applications pending	470	44
Under construction	114	117

Sets: Total radio set production including car radios for November was 1,545,606 (for 11 months, 11,051,499); total auto radio production for November was 476,977 (for 11 months, 3,156,595). Total radio set sales for November excluding car radios were 1,031,574 (for 11 months, 6,686,506). Transistor sales for November were 5,449,981 with dollar value of $12,441,759 (for 11 months, 41,423,114 with dollar value of $96,133,811). Also see *Report on Fm* (p. 60) for fm figures.

WKMI
KALAMAZOO

Now Operating
24
HOURS
A DAY

The only radio station
between Detroit and
Chicago to offer this
around-the-clock service

•

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS

5,000
WATTS

BROADCAST TIME SALES
REPRESENTATIVE

for buyers and sellers of radio advertising

U.S. RADIO

FEBRUARY - 1959 VOL. 3 - NO. 2

. . . IN THIS ISSUE . . .

Accent on Spot 23
Breakdown of Representatives' Budgets Shows Growth of Services to Industry

Thrivo Comes Barking Back 26
After a 15-Year Absence, Radio Pioneer Rebuilds Sales With Entire Budget in Sound

Operation Barrage 30
RAB Salesmen 'Hit the Road' to Demonstrate Radio's Effectiveness to Regional Clients

A Head for Radio 34
Iron City Beer, 20 Years in the Medium, Devotes 50 Percent of Budget to Radio

How '59 Convention Will Differ 38
Under New 'Streamlined' Format, NAB Plans Annual Gathering for 'Owners, Managers'

Dedicated Radio or Propaganda? 42
NBC's Jerry Danzig Reports on U.S.S.R. Trip To Study Broadcasting for State Department

Weekend Bonanza 44
New Nielsen 'Duplication' Study Indicates Worth of Saturday or Sunday Spot Purchases

. . . DEPARTMENTS . . .

Airwaves	1	Report from Canada	61
BPA Memo	54	Report on FM	60
Commercial Clinic	52	Report from Networks	59
Editorial	64	Report from RAB	56
Focus on Radio	46	Report from Representatives	57
Hometown U.S.A.	49	Silver Mike	18
Letters to Editor	20	Soundings	9
Names and Faces	63	Station Log	53
Radio Registers	55	Time Buys	8
Radio Research	62	Washington	15
Report from Agencies	58		

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Question:

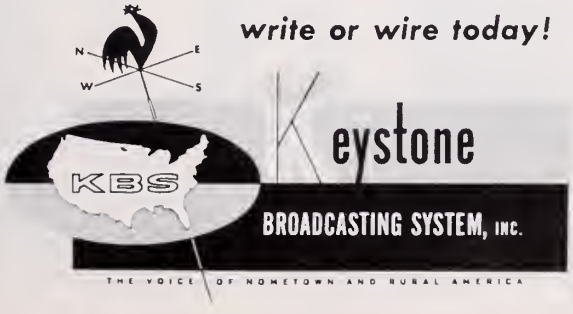
Why do 100 leading nationally advertised products use the Keystone Broadcasting System?

Answer:

Because Keystone's Hometown and Rural radio stations, locally programmed, provide the most efficient way to cover the valuable C & D markets.

We will be happy to send you the following:

- ☐ **Keystone's complete station list, or**
- ☐ **Details on Keystone's farm market coverage**



write or wire today!

Keystone Broadcasting System, Inc. Dept. US-2
111 West Washington St., Chicago 2, Ill.

- ☐ Please send me copy of up-to-date Farm Market Analysis.
- ☐ Keystone's entire station list.

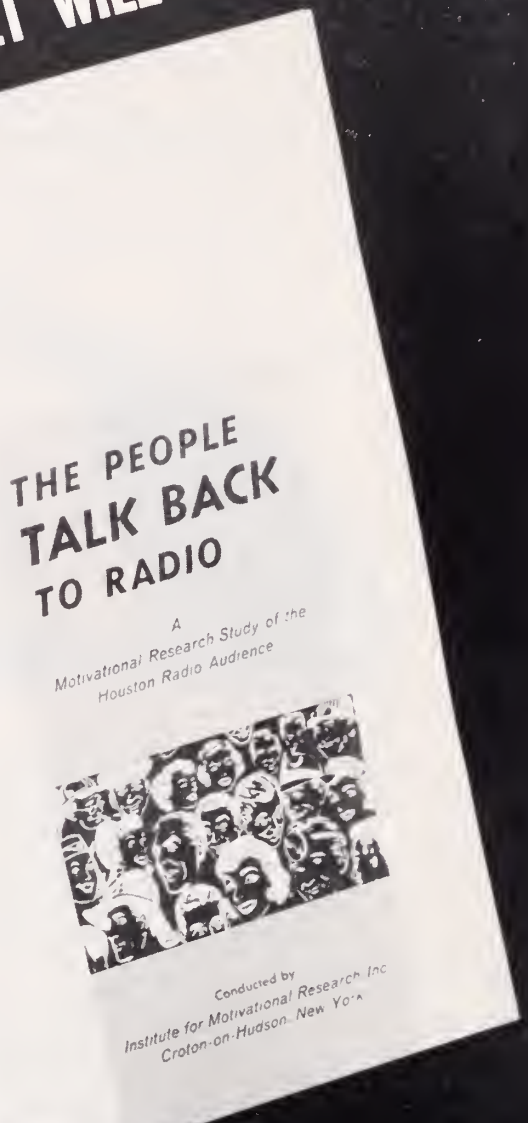
Name_____

Address _____

City_____ State_____ Zone____

IF YOU ARE AN ADVERTISER OR ADVERTISING AGENCY, THIS BOOKLET WILL INTEREST YOU!





This is the first motivational research study ever made on radio listening.

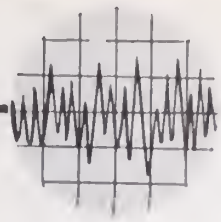
Should you like further information on this revealing Dichter Probe ask your Petry Man, or, wire, write or phone, KPRC, NBC in Houston, and your booklet will be forwarded to you.

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

KPRC

NBC IN HOUSTON

soundings



'Personality Plus' Is Trend for 1959

In a swing to putting the distinctive local touch to programming, stations across the country appear bent on building "personality" and "talk" shows during the coming year. The prospective pay-off: Increased advertising. WCCO Minneapolis, adjusting to CBS Radio's Program Consolidation Plan, reports it presently has more business on the books for 1959 than it had for the same period in 1958. (See *How CBS Stations are Adjusting to PCP*, p. 19.)

Post Mortem: Liquor Ads Do Fade on Radio . . .

Finally yielding to the wishes of the National Association of Broadcasters, WCRB Waltham, Mass., is reportedly the last of the NAB-member stations to go along with the ban on hard-liquor advertising on the airwaves. WCRB does it reluctantly, however. Before putting the cork on the bottle, Ted Jones, president, termed it "hypocritical" to allow beer and wine advertising and to disallow the harder beverages. He said the situation is "discriminatory against broadcasting." About half of the 26-week contract with Nuyens Vodka, through the Sackel Agency, Boston, was cancelled (see *Commercial Clinic*, December 1958).

. . . Station Survey Claims Support for Ban

Another chapter in the controversial story on radio liquor advertising has been written by WDOK Cleveland. After being approached by a Vodka manufacturer, Fred Wolf, general manager, decided to place the issue before his listeners. A one-week listener survey, WDOK reports, produced over 1,500 letters with the vote going eight to one against hard-liquor advertising on the air.

Behind Newspaper Headlines There's a Radio Story . . .

The battle between radio and newspapers threatens to stay hot. Days after the ANPA's Bureau of Advertising released an anti-radio barrage on the effects of the newspaper strike in New York, Radio Advertising Bureau issued a documented study on the same subject. RAB quoted glowing sales reports from various stores who were forced to do without newspapers for the Christmas season (Macy's, Gimbel's, Abraham & Straus, Stern Bros., Sunset Appliance Stores). In fact, RAB states, New York business showed a greater increase than many parts of the nation.

. . . WQXR Documents Its Role in Strike

In an eight-page study, WQXR reveals that during the 19-day newspaper strike in New York it aired 4,920 minutes of news in 10- and 15-minute segments every hour on the hour and at a number of half-hour intervals. Owned by the *New York Times*, the station used many of the newspaper's reporters and editors who were idle because of the strike.

McGavren-Quinn Corp. is CBC'S First American Representative

McGavren-Quinn Corp., appointed U. S. representative for the Canadian Broadcasting Co.'s two networks (Dominion and Trans-Canada) and its 12 owned and operated stations, is the CBC's first American representative, the firm says. McGavren-Quinn will handle spot sales for the o&o's and network sales for the Dominion and Trans-Canada networks.

Is There Trend To Single-Rate Cards?

Move by three Balaban Stations and KTUL Tulsa to offer rates for *all* advertisers is being applauded by that segment of the industry that is pressing for more complete acceptance of single-rate structure by radio stations. These stations have adopted same rates for national, regional and local advertisers. (See *Accent on Spot*, p. 23.)


Our finest award
Thank you for the toys
you sent me when I
was in the hospitl
I still have them.
Mike

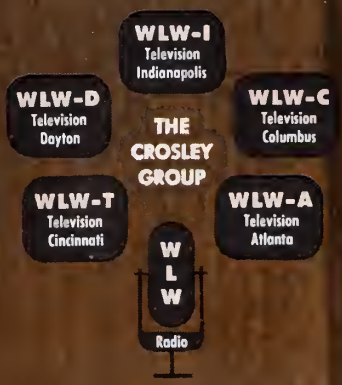
is written in pencil

Of course we're proud of the silver and bronze plaques, the medals, the handsomely lettered scrolls that make up the more than 100 major awards won by Crosley Broadcasting Corporation.

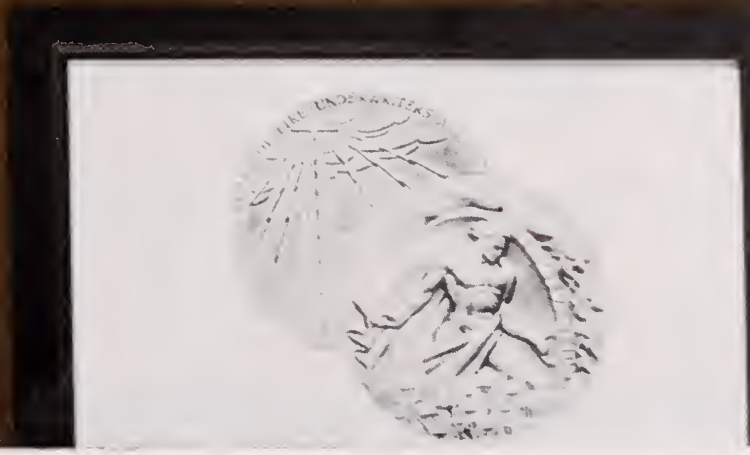
But our finest award is written in a child's hand on lined paper. It simply says, "Thank you for the toys you sent me when I was in the hospitl. I still have them."

In our 36 years of broadcasting and over 10 years of telecasting, we have been privileged to make many contributions to the progress of the industry. Our public services, our showmanship and technical skills are widely known. But our finest achievement, acknowledged by a child, is keeping heart and humanity in broadcasting and telecasting.

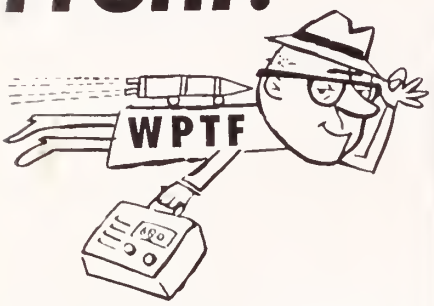
Wherever there is a WLW—Indianapolis, Cincinnati, Columbus, Dayton, Atlanta—there is also the warm and friendly spirit of a station that puts service to the community above all other considerations.



Crosley Broadcasting Corporation, a division of *Avco* Manufacturing Corporation



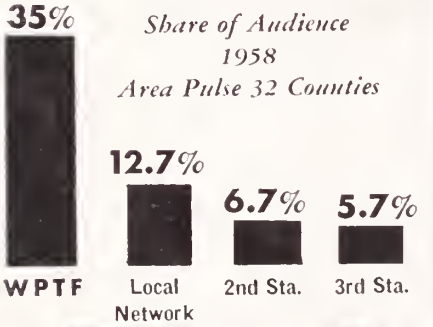
Way out Front!



WPTF is way out front with listeners both at home (Metropolitan Raleigh) and throughout its 32-County Area Pulse. 70 out of 72 quarter hours at home . . . and every single quarter hour throughout the area! And here's the share of audience story:

Metropolitan Raleigh (Wake County)

WPTF	31.4%
"B"	24
"C"	16.7
"D"	9
"E"	5.3
All Others . .	8



Share of Audience 1958 Area Pulse 32 Counties



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngstead, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

Bon Ami Co.

Agency: *Cole, Fischer and Rogow, New York*

Product: HOUSEHOLD CLEANSERS

Within the next eight weeks this company will launch a saturation radio campaign in many markets, spreading out from the 10 cities and 25 stations currently on its schedule. The firm tested radio last fall, found the medium and the merchandising it offered so advantageous that the cleanser has stayed on the air nonstop during what is normally a mid-winter "silence" for this type of product. Jackson Dube is in charge of timebuying.

Bristol-Myers Products Division

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: MUM

Availabilities are being lined up for a 21-week radio campaign to start the first of March for this deodorant. Daytime minutes are being scheduled in 60 markets for an average frequency of 17 to 20 announcements a week. Ed Green is timebuyer.

Chemical Specialties Co., Health Products Division

Agency: *Kenneth Rader Co., New York*

Product: SPRA-O-MED

Prospects for branching out into other markets for this new push-button vaporizer for colds and nasal allergies depend on results from the current campaign, which will run a minimum of 13 weeks over metropolitan-area New York stations, then "stop back" until September when advertising will resume. The firm is currently using more than 200 spots a week in the New York market. Kenneth Rader, agency owner, handles the account.

Donovan Coffee Co.

Agency: *Frank M. Taylor Advertising, Birmingham*

Extending from West Georgia to East Mississippi and including the entire state of Alabama, radio coverage for this coffee maker is on a current monthly schedule of 1,800 announcements over 21 stations, using 30-second spots on an ROS daytime basis. One station is carrying 12 daily "instant newscasts" promoting Donovan's Red Diamond Instant coffee. The company buys monthly "to keep it flexible." Joan Ordway handles timebuying.

Dro Inc.

Agency: *Kenneth Rader Co., New York*

Products: DRO AND NO. 49 INSECTICIDES

A note of warning to bugdom: Both insecticides will be stepping up their aerial campaigns in mid-May, going from the present 140 spots a week (averaging 20 each on seven stations in the Washington, D. C.-to-Connecticut belt) to 220 a week through the summer months. The company puts 80 percent of its advertising budget into radio, on a 48-week schedule running from mid-January to mid-December. Kenneth Rader, agency owner, handles the account.

Food Bank Stores

Agency: *Jimmy Fritz & Associates, Hollywood*

Initial radio buys for the client by its newly-appointed agency include a total of more than 15,000 spots on five Fresno stations—KYNO, KFRE, KMJ, KEAP and KMAK—available to suppliers on a package co-op basis. The saturation campaign for the 24 Food Bank stores in the San Joaquin Valley will include special in-store promotions and tie-ins. Bob Oyster is manager of the agency's Fresno office.

V. LaRosa & Sons Inc.

Agency: *Hicks & Greist Inc., New York*

Product: MACARONI, SPAGHETTI AND ITALIAN-STYLE SAUCES

A partly educational, partly "hard sell" campaign in Florida may continue indefinitely in that area, where

(Cont'd on p. 10)

for jacksonville time buys

WZOK appoints EASTMAN

WZOK

JACKSONVILLE, FLORIDA

ALL JACKSONVILLE IS JUMPING FOR JOY OVER THE WONDERFUL WZOK

HOOPER INCREASE FROM JUNE, AUG. 1958 TO OCT., NOV. 1958

A.M. RATINGS UP 339%!
P.M. RATINGS UP 388%!



robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg.
San Francisco, Cal.
YUkon 2-9760

DALLAS:
211 North Ervay Bldg.
Dallas, Texas
RIverside 7-2417

ST. LOUIS:
Syndicate Trust Bldg.
915 Olive St.
St. Louis, Missouri
CEntral 1-6055

BEFORE YOU BUY ANY RADIO IN SAN ANTONIO



Let the facts on San Antonio's radio market speak for themselves . . . in one of the industry's most searching reports on purchasing power of San Antonio's radio audiences . . . based on FACTS compiled by PULSE. Get a a free copy BEFORE you buy another spot. No obligation, of course. Ask for

"An Evaluation of Radio Audience Purchasing Power in San Antonio"

See your H-R REPRESENTATIVE
or Clarke Brown man
or write direct to

KONO

JACK ROTH, Manager
P. O. Box 2338
San Antonio 6, Texas

time buys

(Cont'd from p. 8)

the company is expanding its marketing operations. The schedule, which started January 8, adds St. Petersburg, Miami, Palm Beach, Tampa and Ft. Lauderdale to a radio coverage that presently includes major markets in New England, the Atlantic states south to Maryland, and west to Chicago.

Liggett & Myers Tobacco Co.

Agency: *McCann-Erickson Inc., New York*
Product: OASIS MENTHOL CIGARETTES

Currently on the air in 14 markets, Oasis is using 20 to 40 announcements a week on an average of three stations per market. The campaign, which started January 12, will continue for 8 to 16 weeks. Daytime minute and 20-second ET's constitute the aerial advertising. Gini Conway is timebuyer.

Mister Softee Inc.

Agency: *Gresh and Kramer, Philadelphia*
Product: SOFT ICE CREAM PRODUCTS

Distributors and dealers across the country are now buying available spot time before and after *The Story Princess,* ABC network program being sponsored by the parent firm starting March 7. More than 100 stations have been lined up so far in this co-op arrangement. Dealer and distributorships currently being sought in the West are expected to bring in additional spot radio coverage. The company itself is conducting a bi-weekly teaser spot campaign at present, promoting the network program. Soft ice cream season starts in March, continues approximately eight months. Janice Branco is associate timebuyer for agency.

Pharmaceuticals Inc.

Agency: *Parkson Advertising Agency Inc., New York*
Product: SKOL SUN TAN LOTION

Down south for the winter (via a heavy schedule of spots on two Miami stations), this product will migrate to a wider range of radio in mid-April or shortly after. Ruth Bayer is all-media buyer.

Pierce's Proprietaries Inc.

Agency: *Mogul, Lewin, Williams & Saylor Inc., New York*
Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

Continuing through the end of April, an average of five announcements a week over 50 stations is being broadcast for this stomach preparation. The campaign, which started in January, is comprised of one-minute ET's. Joyce Peters is timebuyer.

Richfield Oil Corp.

Agency: *Hixson & Jorgensen Inc., Los Angeles*

Richfield Reporter, going into its 28th year as a West Coast newscast, has been renewed for its second 52 weeks on CBS Radio Pacific network. It is broadcast over 29 network stations from 10 to 10:15 p.m., Sundays through Fridays; John Wald is now in his 21st year as "reporter."

Sinclair Refining Co.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*
Product: SINCLAIR PETROLEUM PRODUCTS

Pending final approval of the 1959 advertising budget (yet to come at presstime), the firm has been renewing its extensive spot schedules on a two-week basis. As of January 5, it launched another year of Mutual network "quickies," broadcast EST 8:30 a.m., 5:30 and 7:30 p.m. five days a week. 1958 spot schedules were in 500 cities on 1,000 stations, with close to 12,000 announcements aired weekly. Timebuyer is Kay Shanahan.

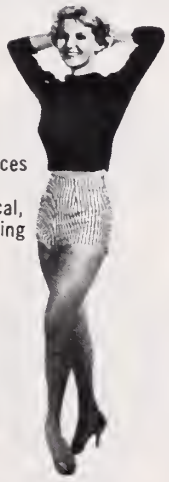
Standard Brands Inc.

Agency: *Ted Bates & Co., New York*
Product: BLUE BONNET MARGARINE

In a spread of approximately 80 markets, this firm is on the air for Blue Bonnet with 30 to 40 spots a week via multiple stations per market. The four-week campaign which started in mid-January may extend indefinitely. Timebuyer is Len Soglio.



KSO Audience and Billing Figures are easy on the eye.



Latest Pulse shows the spectacular swing of audiences to KSO . . . tells why advertisers, national and local, have boosted KSO gross billing a sensational 90% in the past 4 months.

Mornings!
KSO is up 47% from 6:00 AM till noon.

Afternoons!
KSO is up 23% from noon to 6:00 PM.



The Don Bell Shows!
Bell-loving Iowa has upped his audience a mammoth 150%.

Tote up the whole day!
Fully 40% more men, women and teenagers are spending their listening hours with KSO. And we're handing over this ever-booming audience to our ever-happy advertisers at lowest CPM in KSO history — as low as $.73 per Mmmmmm.

THAT'S WHY IN DES MOINES IT'S

KSO

RADIO ON THE **GO!**

PHONE TONY MOE AT KSO
or contact **H-R** *REPS*

LARRY BENTSON, President
TONY MOE, Vice-Pres.-Gen. Mgr.
JOE FLOYD, Vice-Pres.

Stromberg-Carlson Co.,
Division of General Dynamics Corp.

Agency: *The Rumrill Co., Rochester, N. Y.*
Product: RADIOS, PHONOGRAPHS, SOUND EQUIPMENT

Two half-hour musical programs a week are being sponsored by the company over WQXR New York and the 13 fm stations of the WXQR network, for 13 weeks starting February 2. *The Pops Concert*, originating in the New York station, will be carried by WFLY-FM Albany-Troy-Schenectady; WRRA-FM Ithaca-Elmira; WJTN-FM Jamestown; WRRC-FM Mohawk Valley; WHDL-FM Olean; WHFM and WRRE-FM Rochester; WSYR-FM and WRRD-FM Syracuse, and WRUN-FM Utica. Richard Shepard, radio-tv director, located at the agency's Buffalo office, supervises the buying.

Thrivo Co.

Agency: *The Clements Co., Philadelphia*
Product: THRIVO DOG FOOD

Back on the air after a 15-year hiatus, this pet food company, under new ownership, is pouring 100 percent of its advertising budget into radio to help boost the product to its pre-World War II eminence. Currently in its initial 13-week schedule, Thrivo is using an average of 20 announcements per station (600 announcements altogether) each week on 33 stations in 26 cities, from New York south to Washington, D. C., and west to Pittsburgh. (See *Thrivo Comes Barking Back*, p. 34.) Media buyer is A. L. King.

United Fruit Co.

Agency: *Batten, Barton, Durstine & Osborn Inc., New York*
Product: BANANAS

Chiquita Banana swings into "bananaslang" in her 1959 radio campaign due to start about April 20. In flights of 8, 10 and 13 weeks in the spring and similar scheduling in the fall, announcements will be aired at the rate of about 20 a week in approximately 49 markets, between 7 a.m. and 6 p.m. five to six days a week. Timebuyer is Ted Wallower.

• • •

We're No. 1 in Jacksonville . . . .

"but that's not enough!" says



Robert R. Feagin
General Manager
WPDQ
Jacksonville, Fla.

"For over two years the two major rating services have found WPDQ Jacksonville's top station. This is gratifying to us but we know agency Time Buyers and Advertisers want to know more than the rating story before placing a schedule in Jacksonville. To get results a station must have listeners, true enough to get good ratings—but those listeners must be alert, loyal, and active in the community. Alert to catch your commercial message—loyal enough to accept the station's implied endorsement of your product and act on it.

Here at WPDQ we consider community stature of equal importance with ratings. A station with community acceptance attracts citizens of stature as listeners—alert listeners—loyal listeners—buying listeners!"

Robert R. Feagin

COMMUNITY STATURE BUILDING FEATURES AT WPDQ INCLUDE:

- Ten times daily News Director Ed Grant broadcasts the answers to important community questions through the actual voice of local authorities.
- WPDQ News Correspondents report local, state and national news directly from the spot where news is happening, while it is happening.
- 24 Haur Service—Jacksonville listeners keep up with the best in music, late news and weather anytime of the day or night on WPDQ, Jacksonville's only full time radio station.
- WPDQ is awned, operated and staffed by mature, professional people—leaders in community affairs.

Represented by
Venard, Rintoul and McConnell
James S. Ayers, Southeast

5000 Watts 600 KC

WPDQ

Where alert listeners tune by choice, not by chance . . . .

Since CBS Radio announced PCP, U.S. advertisers have invested $4,136,000 in new and expanded schedules on the CBS Radio Network.

Program Consolidation Plan, effective January 5, is the first major forward step to assure network advertisers of larger national audiences. These greater values are created through uniform station clearances, news every hour on the hour and more effective sequencing of entertainment programs. Full details on request.

New multi-million dollar investment in CBS Radio Network from industry leaders like: Bristol-Myers Co., California Packing, Fram (Filter) Corporation, General Electric (Lamp Division), Lever Brothers, Lewis-Howe Co., Q-Tips Sales Corp., Standard Packaging Corp., Stewart-Warner Corp. (Alemite Division), and many others.



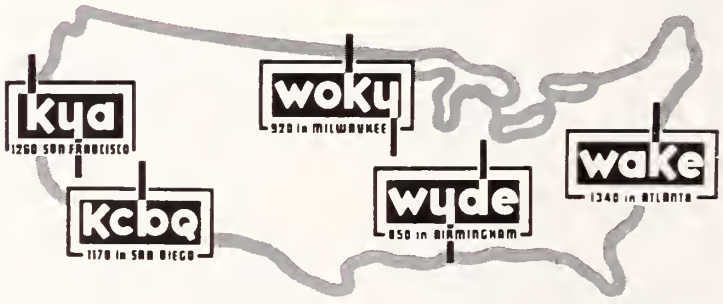
Greatest sales period of any radio network in years.

Bartell Family Radio Is Radio-Active

It is not a background, but seeks constantly to motivate participation, response. That's why the alert local news coverage, the thoughtful editorial capsules, the thorough traffic and weather services. Activity is the essence of family radio.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

washington



FCC Chairman Doerfer Cites Radio Advances . .

The Federal Communications Commission enters the new year with more than 2,100,000 current authorizations in the field of radio, Chairman John C. Doerfer tells U. S. RADIO. Radio permits and licenses increased by approximately 200,000 during 1958. The present total, he states, represents the use of approximately 1,500,000 transmitters, which is 250,000 more than at the close of 1957.

. . . Technical Problems Caused by Growth . . .

"The phenomenal growth of radio," Chairman Doerfer continues, "is, of course, accompanied by many technical problems. They involve finding spectrum space for new and expanding services, obtaining more economical use of available frequencies, and controlling interference not only between stations but also from the mounting use of non-communication electronic devices."

. . . He Outlines The Job Ahead in '59

Among the more pressing problems facing the FCC in 1959, Chairman Doerfer cites these: "Considering the recommendations of the commission's special staff study on network broadcasting; whether more standard am stations can use channels which bring programs from distant stations to remote areas at nighttime; the extent daytime standard stations can operate longer hours without serious interference to other stations rendering nighttime service, and whether fm stations can engage in additional supplemental services to augment their income."

Legislative Ball Gets Rolling in the Senate . . .

Members of the House and Senate have completed the humdrum details of setting up housekeeping on the Hill for the 86th session of Congress and have buckled down to work. Among the countless legislative headaches with which the nation's lawmakers must cope in the coming months is broadcasting in both its practical and academic aspects.

. . . Spotlight Expected On Code of Ethics . . .

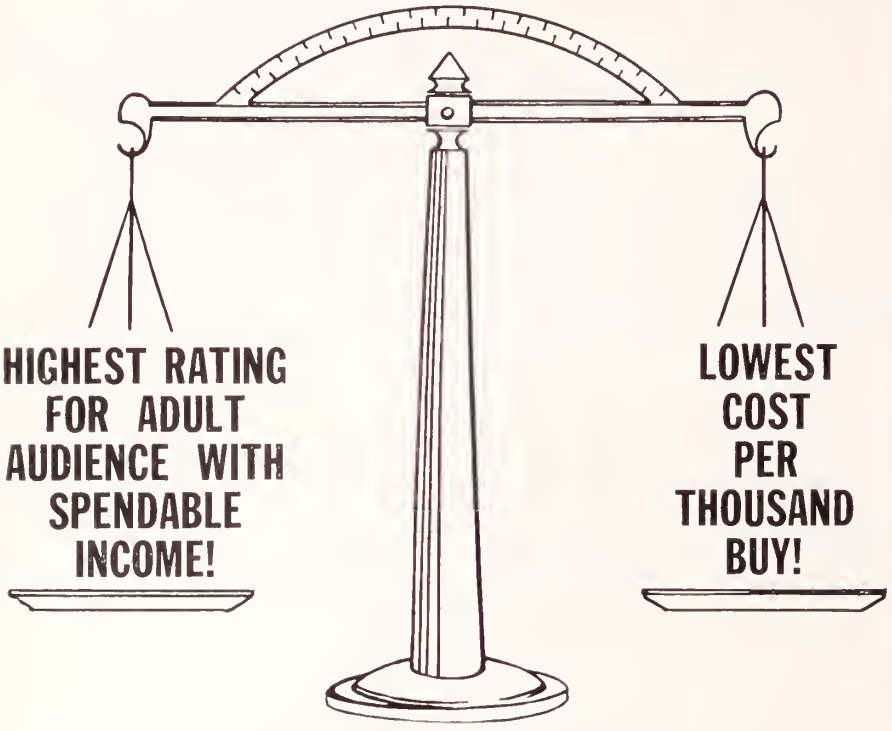
Based on the furor caused by hearings held last session before the House Subcommittee on Legislative Oversight, broadcasters may expect a flood of bills recommending a code of ethics for federal regulatory agencies—namely, the FCC. The focal point for airing the shortcomings of the FCC in this session is likely to switch from the House to the Senate Commerce Committee. Senator Warren Magnuson (D-Wash.), chairman of the Senate group, has already announced he intends to hold hearings on the administration of regulatory agencies although no schedule has been announced.

. . . Harris Calls For Further Probes . . .

Chairman Orin Harris (D-Ark.) of the Legislative Oversight subcommittee fully concurs. Before his subcommittee drew its final breath on January 3 with the expiration of its budget, a final report listed numerous corrective measures previously advanced by the subcommittee and some drastic changes in the workings of the FCC. In a request for a new lease

the Balance is in your favor when you buy

K-NUZ... No. 1 in HOUSTON!



74% of K-NUZ Audience is Middle and Upper Income
Special Pulse Survey (Apr.-May, 1958)

84% of this Audience is ADULT Men and Women
Nielsen (June, 1958)

CONSISTENT TOP RATINGS YEAR AFTER YEAR . . . Still the LOWEST COST per Thousand Homes!

(Sources: Average ¼ hr. rating 6 AM-6 PM Mon.-Fri., Pulse, Apr.-May, 1958. SRDS One-Time One-Minute Rate for Each Station.)

K-NUZ	**$1.13**
Sta. "A"	$1.36
Sta. "B"	$1.30
Sta. "C"	$2.48
Sta. "D"	$2.53
Sta. "E"	$3.11
Sta. "F"	$1.33
Sta. "G"	$1.59
Sta. "H"	$9.88

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS — AIMS

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:
Forjoe & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta

In Houston:
Call Dave Morris
JA 3-2581

on life, the subcommittee report pointed to the clear channel issue as one broadcast problem in need of a congressional hearing.

. . . Other Matters Harris Unit Would Like to Probe

Other facets of the radio industry which the subcommittee intends to probe should it be given the authority and wherewithal to do so are a thorough study of the radio spectrum, network regulation, and multiple ownership. Although the report was concerned with five other regulatory arms of the government in addition to the FCC, the latter group was taken to task more severely than any of the other agencies.

Dill Urges Elimination Of Clear Channels

A call to eliminate clear channel outlets altogether has been sounded by Clarence Dill, one-time senator from the state of Washington who was a moving force in the enactment of both the Radio Act of 1927 and the Communications Act of 1934. In a letter to the FCC, Mr. Dill termed clear channels "a tremendous waste of radio facilities." Mr. Dill was most recently back in the broadcasting spotlight with a plan advanced last spring to abolish the FCC and replace it with a Federal Communications Administration. The idea is still under consideration by the Senate Commerce Committee, of which Mr. Dill was once chairman.

FCC Lends an Ear To New DBA Proposal

A new proposal from the Daytime Broadcasters Association has captured the FCC ear. The commission has asked for comments by April 8 on the new DBA plan to allow daytime stations to broadcast from 6 a.m. or local sunrise to 6 p.m. or local sunset. The FCC blamed a lack of data for its inability to make a decision on DBA's 6 a.m. to 6 p.m. proposal. According to the FCC, the information it has requested by April may justify "some form of extended hours of operation" for daytimers. • • •

Millions

heard this news first on ABC RADIO

FIRST!

ABC Radio News brings first word of Pope John's election to American public.



FIRST!

ABC Radio News reports Lebanese President Chamoun's appeal for help in Mid-East crisis.



FIRST!

ABC Radio News reports Charles de Gaulle will bid for leadership of French government.



1958: Year of tension and crisis. Far East, Mid-East, Latin America, U.S.A. Almost every part of the world was news. And in this memorable year ABC Radio News made news by consistently scooping its competition. The news beats above are but three examples.

One hundred and twenty-five ABC reporters and overseas correspondents bring the news to the American public almost as swiftly as it happens. Twenty-one foreign news bureaus — from Moscow to Tokyo, from London to Cairo — probe for news twenty-four hours a day, seven days a week.

ABC's domestic bureaus — staffed by such distinguished personalities as John Daly, Quincy Howe, Edward P. Morgan, John W. Vandercook, John Secondari and Bill Shadel — report and analyze world and national news.

Today's news is made — and changed — with great frequency. Major news breaks can't wait even for regularly scheduled news programs. With ABC's exclusive News Alert System, ABC stations can broadcast news flashes instantly. No matter where the news is made, their audiences keep up with the people, places and events of the hour — within seconds.

People depend on radio for news. And over 25,000,000 different people listen to ABC's award-winning news staff each month.* These people recognize ABC's leadership in news reporting. So do ABC affiliates and advertisers.

ABC RADIO NETWORK

**According to the A. C. Nielsen Company*

WGH
COLOR Channel...131
RADIO

in
NORFOLK
PORTSMOUTH
NEWPORT NEWS
and
HAMPTON
VIRGINIA
INJECTS
streamlineability
in
your
SALES
MESSAGE
with
mobilty-plus

WGH News Satellites bring the news as it happens where it happens



WGH DJ's broadcast from all over Tidewater from this beautiful mobile studio





WGH is radio on the Go broadcasting from one of Virginia's largest shopping centers

WGH
RADIO
Color Channel....131

Nationally Represented by JOHN BLAIR & Company

* PULSE - TRENDEX

the *Silver Mike*





THIS MONTH:

ERIC SEVAREID

Chief, CBS News, Washington

Master of 'Oral Essay' Wins Accolade From SDX

Writing news for the ear is a very special talent that has earned for Eric Sevareid, chief Washington correspondent for CBS News, worldwide respect from the public and radio industry alike. Most recently, he has received an accolade from members of his own profession who elected him a fellow in Sigma Delta Chi, professional journalism fraternity.

Mr. Sevareid's forte in radio reporting is the "oral essay," a timely three- to four-minute news commentary where every word and every second must be used to build a concise, clear and non-discursive story from beginning to middle to end.

It is a talent that did not come easily to Mr. Sevareid. He recalls that when he joined CBS Radio News in Paris in 1939 after a decade of newspaper and wire service reporting the premium on time and clarity in radio was a terrific challenge. But the reverse is not true. Mr. Sevareid believes that having mastered the techniques of radio writing, a good reporter will be even better for having done so when he writes for print media.

Mr. Sevareid, born in Velva, N. D., in 1912, has covered the news in Europe, Asia, Africa, South America and the U. S. for CBS since he joined the network 20 years ago. He is the author of four books, two of them anthologies of his "oral essays," and has been the recipient of numerous awards from both professional and civic groups for excellence in radio reporting. The most recent accolade to come Mr. Sevareid's way was his election last November as a fellow in Sigma Delta Chi, professional journalism fraternity, "for his distinguished commentaries . . . and the brilliance of his depth reporting and analyses."

He is a staunch backer of the broadcaster who editorializes on the air and is "delighted" that the number of broadcasters who have adopted editorializing as station policy is on the increase. The trial and error method will improve the quality of air editorials, he points out, "because the only way to get good at editorializing is to keep trying."

Mr. Sevareid is married and the father of twin boys. He is a graduate of the University of Minnesota, and holds honorary degrees from two other colleges. He is a former president of the Radio Correspondents Association and holds membership in that organization as well as the National Press Club, Overseas Writers Club and, of course, Sigma Delta Chi. • • •

POWER PLUS...

In the 20 counties which make up the Greater Washington Area, more people listen to WTOP than any other radio station.* Clear proof that in Washington the IMPORTANT one is . . .

*Pulse: 20 county Washington area study

wtop radio

WASHINGTON, D. C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WTOP Radio, *Washington, D.C.* **WTOP-TV,** *Channel 9, Washington, D.C.* **WJXT,** *Channel 4, Jacksonville, Florida*

the harried housewife's alter ego

Globe trotting Jean Colbert is known from Hartford to Hiroshima . . . from New Haven to New Delhi . . . from Springfield to Singapore. And the excitement of her travels is shared by thousands of harried housewives who listen to her daily **WTIC** broadcasts. What's more, they purchase what she advertises . . . whether it be food or furniture . . . drugs or detergents. Contact your Henry I. Christal man and start Jean selling for you in rich, rich Southern New England.

WTIC

50,000 watts



LETTERS TO THE EDITOR

Continuing Values

Radio gives us a continuous yet flexible basis of advertising, and is available even in the most remote territories. This medium is a permanent and important part of our advertising plans for our client, the Donovan Coffee Co. Its radio coverage extends to West Georgia, East Mississippi as well as the state of Alabama. (See *Time Buys*, p. 8.)

Joan Ordway
Frank M. Taylor Adv. Inc.
Birmingham

Tuning Up

We have a client who is in the market for a selling jingle, identifying his food products, for use on both radio and television. The use of this singing commercial would be confined to the state of Arkansas. We would appreciate any information you can send us as regards costs.

Ross Filian
Tv & Radio Director
Brooks-Pollard Co.
Little Rock, Ark.

Ed. Note: Referred to Robert E. Swanson Productions (*Commercial Clinic*, January 1959).

Power of Secretary

I have been following your book since its inception at the end of 1957 and have been a subscriber (just renewed). In my new job here, I began letting my boss read my copy . . . with obvious results. Please enter a subscription for Peter Frank.

Arlene Friedman
Secretary
Stars International Inc.
Hallywood 28

Thoughtful Comment

1959 Commercials: Hard Sell With Velvet Touch (January 1959) is very well written. . . . It reads smoothly and interestingly and almost makes one forget how much work you had to put in to produce it.

Marjorie Greenbaum
Vice Pres., Copy Group Head
Faate, Cane & Belding
New York

How Much?

We noticed that the Cook Paint & Varnish Co. was listed in *Review of 1958 Spot Advertisers* (January 1959). We are interested in learning approximately the amount of money this company spends on radio advertising. If you have any information that would answer our question, we would greatly appreciate receiving it.

Jack Engel
Brad Wright Smith Adv. Inc.
Cleveland 15

Food for Thought

Radio: The Way to Food Shopper's Heart (January 1959) provides the sales ammunition with which we can do a really effective job of selling local food stores. We shall appreciate your sending us 25 reprints of the article at your earliest convenience.

Glasco P. Branson
General Manager
KMCM McMinnville, Ore.

Thought your article (*Radio: The Way to Food Shopper's Heart*, January 1959) was excellent. If reprints are available would you please rush 50 copies?

Elliott Motschenbacher
Manager
KWIN Ashland, Ore.

Ed. Note: Reprints are available.

Radio Test

Since the reprints of *Putting Radio to the Test* are (no longer) available, send me three copies of the November 1958 issue. I'm looking forward to being a regular subscriber to your magazine. Every issue is packed full of ideas that I can use.

Bob Akin
Account Executive
WMAK Nashville

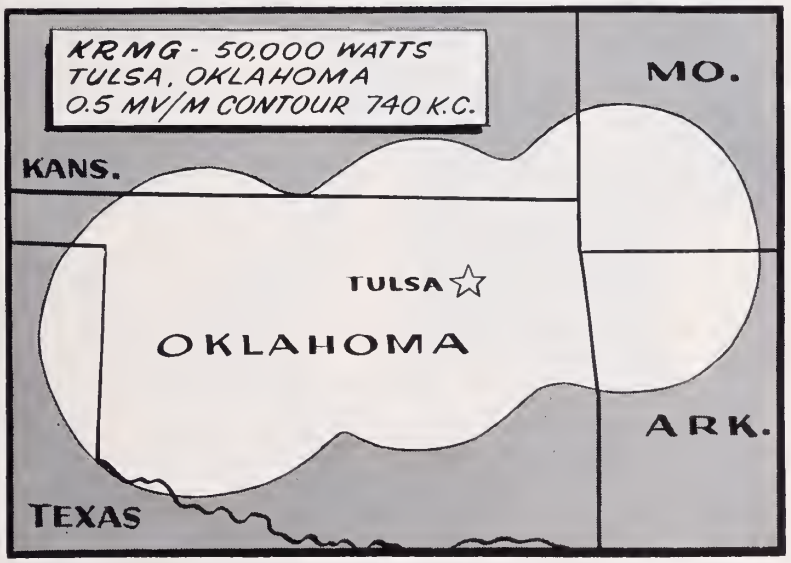
Brioschi Needed

We are interested in obtaining 200 reprints of the article *Brioschi Battles the Giants* appearing in your December 1958 issue.

L. J. Kennedy
Manager
Stephens & Tawndraw Ltd.
Mantreal

KRMG gives you more for your money

than any other Tulsa advertising medium!



These days, astute time-buyers (like nearly everyone else!) want more for their money. You get it when you buy Regional KRMG in Tulsa, the rich oil capital of the world. KRMG's big coverage, audience responsiveness and superior salesmanship are seen in one success story after another. Example: a recent one-week promotion pulled 87,312 postcards! **More facts?** Contact General Manager Frank Lane or your nearest John Blair representative.

PRIMARY MARKET DATA

(Excluding Oklahoma City Metropolitan Area)

State	Total Counties	1955 Population	1955 Radio Families	1955 Passenger Cars	Retail Sales
Oklahoma	57	1,573,300	377,600	492,900	$2,214,091,000.00
Missouri	13	365,300	115,100	104,100	41,946,000.00
Arkansas	12	279,400	82,500	64,300	243,522,000.00
Kansas	7	190,100	64,400	68,200	213,821,000.00
Texas	4	26,400	8,000	9,100	27,497,000.00
Totals	93	2,434,500	747,600	738,600	2,740,877,000.00

Source: Consumer Markets

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

The SALESMAN makes a difference.....

and so does the STATION!



You can bet on it — a reputable, *believable* salesman will make less noise — *and make more sales* — than a carnival pitch man.

50,000-watt WHO Radio is the most believable, *effective* salesman in this State. Iowa has confidence in WHO because WHO has confidence in Iowa. We have proved our faith for decades — by building and maintaining the greatest Farm Department in Mid-America — the greatest News Department — a fine, professional Programming Department that does a *lot* more than play the "first 50".

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined — and BELIEVE what they hear!

Of course you are careful about the salesmen you hire. You of course want to be equally careful about your *radio* salesmen. Ask PGW for all the facts about Iowa's GREATEST radio station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

Where Representative Expenditures Go

Sales and Sales Administration	54.8%
Fixed Costs	10.8
Sales Development and Research (inc. advertising and promotion)	9.8
Communications	8.4
Station Relations	7.1
Bookkeeping	4.6
Station Solicitation	4.5



Accent on Spot

Representatives are widening area of expenditures to mount vigorous sales effort for agencies, clients

"People told me when I got into this business that a representative is a guy who sits around waiting for the phone to ring, and if it doesn't ring he heads for the saloon. People were misinformed about that, just as they're misinformed about so many other aspects of the national spot radio business.

"And this is the year when we must get the facts to them."

In these terms, Arthur H. McCoy, executive vice president of John Blair & Co., expresses the almost universally held opinion among leaders of this $178 million industry (five



Check List of Representatives — 1959

√ **Building of spot radio image.**

√ **Marketing and sales development.**

√ **Program counseling.**

√ **Research activity (especially qualitative).**

√ **Advertising and promotion.**

percent above 1957, SRA estimates) that now is the time to "accentuate the positive and eliminate the negative."

This will be a year of hard and imaginative selling, they predict. A year in which the representative, having expanded his service to agencies, advertisers and stations in almost every area, will concentrate on his primary function: Increasing revenue for spot radio and, in particular, for his station list.

Without exception, representatives reporting to U. S. RADIO are planning new sales presentations which, they claim, represent their heaviest effort to date to sell spot.

With few exceptions, these firms have added programming consultants or assigned members of their staffs to full-time jobs in an attempt to improve the output and rankings of their represented stations.

And all agree that 1959 must be a period of a sharp attack on the national ad dollar from every level: Station Representatives Association, representative firms and individual stations.

Station representatives indicate that as competition toughens, expenses and services hardly imagined 20 years ago are being multiplied and added. The representative spends his money in the following ways, according to budget breakdowns submitted to U. S. RADIO by more than a dozen nationwide representative firms:

- Sales and sales administration —54.8 percent.
- Fixed costs—10.8 percent.
- Sales development and research (including advertising and promotion)—9.8 percent.
- Communications—8.4 percent.
- Station relations—7.1 percent.
- Bookkeeping—4.6 percent.
- Station solicitation—4.5 percent.

The sales and sales administration category, which includes salaries and expenses of sales personnel, remains the obviously large expenditure of the representative firms. The category encompassing sales development, research, advertising and promotion is the newest and the lastest growing. It will expand even more this year as a result of a raft of sales presentations now in preparation.

Spot Radio Image

The lights are burning long into the evenings and more money is being spent than ever before to clarify the representative's job and establish a spot radio image. The means are in-depth surveys, advertising campaigns and persuasive presentations; the end is sales; the targets are advertisers and agencies. And most representatives feel that anything that helps bring money into spot will eventually bring money to their stations.

"Remember," says Blair's Mr. McCoy, "that any new type of research, any exciting and imaginative presentation that brings money into the spot medium, will eventually mean more business for our individual station lists—and vice versa."

This is the theory behind the presentations being prepared by Station Representatives Association, the trade group with 17 radio representatives in its ranks. In the works is a slide-tape demonstration to be presented at luncheon meetings for specific accounts. Various members of SRA, along with Lawrence Webb, managing director of the association, will deliver the sales message.

"We hope to present our story to as many advertisers as possible," says Mr. Webb, "and we are hopeful of giving it at vital industry gatherings. The important thing is that we are out to see that spot radio is understood and not under-subscribed."

SRA is also considering a heavy trade paper campaign in 1959 in its effort to get results for spot radio and to assert itself as a major industry group.

The individual presentations of the representatives, in a majority of cases, are designed to sell national spot by highlighting its strong points and spotlighting the contention that best results are achieved for the advertiser by "buying through the front door."

In a hard-sell year, most indicate that they will wage a strong fight against the practice of buying at local rates through brokers or distributors. They will also work to clarify the differences in the advantages offered by spot and network radio.

"Spot radio's challenge of 1959 can be answered by a dynamic sales effort," declares Robert H. Teter, vice president and director of radio at Peters, Griffin, Woodward Inc. "The industry must continue to increase its educational activities so that the medium can be properly understood, appreciated and recommended by the men who count the advertising dollars."

Robert E. Eastman concurs in Mr. Teter's views, and asserts that "the selling of spot radio in the past has been too all-encompassing. Now it must be refined and narrowed down," the president of the Robert E. Eastman Co. suggests, "to illustrate the manner in which its application can

be most effective, particularly in relation to other media.

"Representatives are thinking and working on this matter, realizing that it is important that the spot radio medium be sold as a 52-week efficiency buy which has a constant reminder value and, thereby, will effectively complement and tie together the once-a-week tv show or the occasional magazine ad. Spot must be sold more on a long-range basis and with creative selling."

Marketing-Sales Development

Important steps are being taken by most of the representative firms to make "creative selling" a reality by offering extensive services to advertisers and agencies. Edward Petry & Co., as an example, has recognized this need and combined its various services to advertisers and agencies into a new Marketing Division.

"The efforts of this department will be concentrated on increasing the use of spot radio," says Ben Holmes, vice president in charge of radio, "by providing advertisers and agencies with the most complete usable market information possible to assemble. While sales development has always been an essential operation, the activity has now been concentrated to meet the increasing demand for this type of service."

James M. Alspaugh, vice president in charge of radio for H-R Representatives Inc., cites his company's services to advertisers and agencies as containing everything "from a sales and market analysis to the number of chickens within WXXX's 'A' contour.

"We furnish complete market information with evaluation of the market potential in terms of industry sales trends, the general level of business and the station's potential," he explains. "We suggest station line-ups for a product, advise on its strong points for radio, supply coverage data to timebuyers and duplication studies.

"Often," he adds, "we assist agencies in making decisions in regard to markets in which H-R is not involved."

Blair's formula of supplying specific marketing plans to agencies and advertisers for their products has been embodied in its sales development department, now 18 months old. "We present prospects with 10 to 30 pages of facts from research we've done on their type of business," reveals Mr. McCoy, "which detail the exact manner of putting their products on the air, show shortcuts to the agency and make spot easier to buy.

"The head of this department came from our sales force and he and those under him are proven salesmen. In 1958 alone, from our 10 offices, we made a minimum of 511 presentations. Our new 'Operation Target' presentation will be our greatest effort yet, employing what we consider revolutionary methods and utilizing the services of six persons including John Blair.

"With 'Operation Target,'" he continues, "we will invite the cooperation of all stations in hitting the same target account to insure that the advertiser is reached on every level. We feel that it will make a big impression where it will do the most good because there is no one we will fail to cover."

Adam Young Inc. reports that it is in the process of developing a series of manuals for use by agency buyers and research people. "Our concentration in 1959," says Frank G. Boehm, vice president, "will be in the area of making ratings easier to interpret and developing spot schedules for maximum sales influence."

The attitude of the representatives toward sales development this year is summed up by Robert Meeker, president of The Meeker Co., when he says that 1959 will call for "aggressive selling of spot radio with a stress on serving the individual needs of specific accounts.

"The more we meet these individual needs, the more obvious the great advantages of spot radio as a whole will become to sellers and buyers alike."



Dramatic selling puts accent on spot as H-R's Don Donahue wears wrist alarm watch to assure McCann-Erickson, N. Y., timebuyer Gini Conway that he realizes how busy they both are.

Programming

All the salesmanship in the world is worthless if the product is inferior, however, so representatives have taken out "insurance policies" by branching into station programming and counseling.

"The reason is obvious," says H-R's Mr. Alspaugh. "National sales depend on the size of a station's audience." H-R offers its stations, on a request basis, advice on building a sound image, how best to fit into the market, what to do about network affiliation and how to develop a music formula.

Station visitation by programming consultants is perhaps the most dramatic example of how deeply the representative has become involved in every aspect of his stations' activities.

For more than a year now, The Katz Agency—as just one example—has provided a complex of services. They range from consultation on the acquisition of programming tools and techniques (jingles, syndicated shows, talent management, personnel, technical equipment) to the availability of George Skinner, veteran broadcast personality and Katz consultant, to visit markets and evaluate programming of its represented stations and their competitors, according to Katz Vice President Morris Kellner.

Mr. Kellner cites the recent instance of a request from WKY Oklahoma City for a visit by Mr. Skinner to help plan an expansion of local programming.

"The results of this cooperative venture included the formulation of a new music policy, an augmented news service, tightening of production, increased promotion including contests, modification of the approach of on-the-air personalities, and a streamlining of WKY's farm service programming.

(Cont'd on p. 48)



Thrivo Comes Barking Back

1959 marks return to radio of this pioneer sound user after a 15-year absence. 100 percent of budget is dog-tagged for radio in coming year



Remember when the trees were taller, the ground was closer, 20 cents was a fortune, and all the boys on your block wore knickerbockers with glen plaid socks?

"Remember when," a favorite sport of almost anyone over 16, has prompted the Clements Co. of Philadelphia to initiate an unusual radio campaign in behalf of Thrivo Co., which recently appointed the agency to handle its advertising account. Based on nostalgic reminiscence, the campaign is a "total recall" of what *Life* Magazine has described as the first commercial jingle on the air waves. And the client is now devoting 100 percent of its consumer advertising budget—"several hundred thousand dollars a year"—to returning Thrivo to radio eminence.

Twenty years ago, says R. H. Smith, agency account executive, two little girls (the Moylan sisters) and a piano tuned up for the premiere of what was to become a memorable Sunday afternoon program. Sponsor: Modern Food Process Co., manufacturers at that time of Thrivo dog food. Producer: The Clements agency. Time slot: 3 to 3:15 p.m. at first, then 5 to 5:15 p.m., over what was then the N.B.C. "Blue" network. Theme song: "We feed our doggie Thrivo, he's very much alive-o . . ."

Now the Moylan sisters are back on the air, and seemingly they haven't aged a bit. Their voices, taken from the original live programs of yore, are singing the same lyrics today—under different circumstances, but with what the client and agency believe will be an even more golden sales note than before.

Present Schedule

The girls are currently heard close to 20 times a week, Monday through Friday, over 33 stations in 26 cities, according to Mr. Smith. The present 13-week saturation campaign of 600 announcements a week, which started in January, is expected to be extended indefinitely, he adds. (See *Time Buys*, p. 8.)

What prompted the revival of a long-ago commercial? Three reasons, the agency points out: First, the nostalgic remembrance it evokes in the children-now-grown-up as well as the parents-now-become-grandparents who were the Moylan sisters' principal audience 20 years ago (and are now the principal buyers of dog food); second, the already existing awareness of the product and its association with the little girls' voices which this remembrance brings out; third, the quality of the commercial and its presentation.

"In calling up memories, we're reminding a large number of adults of a program and a product that were very well known 20 years ago," Mr. Smith elaborates. "The show was extremely popular with both children and adults back in the late 1930's and early 1940's, according to surveys at that time. It left the air when the product itself became a wartime 'casualty.' With tin unavailable for canned goods, Thrivo's manufacturer turned to making a dry product which didn't prove successful, and eventually the whole company (a meat-packing firm) went out of business."

Now under new ownership, Thrivo



is making a strong comeback, he says. The present firm, which actually came into existence some half-dozen years ago, has re-established the quality of its product, dog food exclusively. This year, with radio as its sole consumer advertising medium, the company expects to move ahead in re-establishing pre-war markets and customer demand for the canned goods.

Prospects for the future, in the eyes of company executives, include an expansion of the present market area (from New York to Washington, D. C., west to Pittsburgh) to Thrivo's previous scale (from the Canadian border to Virginia, west to Detroit)—and beyond.

The firm's eight distribution areas at present, and the radio stations being used to reach those markets, include:

Philadelphia area—WCAU, WIP and WRCV Philadelphia; WDEL Wilmington, Del.; WMVB Millville, N. J., and WTTM Trenton, N. J.

Baltimore — WCAO and WFBR Baltimore.

District of Columbia—WTOP and WRC Washington.

"Dutch Belt" area—WKAP Allentown, WEST Easton, WEEU Reading, WLBR Lebanon, WGAL Lancaster, WSBA and WORK York, and WKBO Harrisburg, all in Pennsylvania.

Pittsburgh area — KDKA Pittsburgh and WWVA Wheeling, W. Va.

Northeast Pennsylvania — WSCR Scranton, WBRE Wilkes-Barre, WRAK Williamsport and WAZL Hazleton.

Central Pennsylvania — WFBG and WRTA Altoona, and WCRO Johnstown.

Metropolitan New York-New Jersey area—WOR New York, WVNJ and WNTA Newark, WHLI Hempstead, Long Island, WPAT Paterson and WCTC New Brunswick.



Sounding the "recall" on radio's first commercial jingle, Louis Rosenberg, Thrivo president (seated) discusses saturation campaign with (l. to r.) Martin Schultz, assistant marketing director, and Clements Co. agency's Robert H. Smith, vice president and account executive; David S. Roberts, treasurer; Elizabeth M. Zindel, vice president and copy director, who authored lyrics for the Thrivo jingle first popularized by the Moylan sisters 20 years ago.

"The new president of the firm, Louis Rosenberg, is well acquainted with both our agency and the Moylan sisters from the initial days," Mr. Smith remarks, "and our three-way reunion of product, agency and commercial is proving to be a happy one from every angle.

"The hope of the company is, of course, to expand gradually and reasonably into a much wider sales area. Radio will help us accomplish this in several ways in particular. For one thing, Thrivo is one of the very few pet food manufacturers which currently uses radio, so we have little product competition for our listeners' attention. Another thing, our daytime spots (30 seconds of jingle, with a brief spoken close) will reach the adult household shopper at a favorable time—and that shopper is most likely, we hope, to be one whose recollection of a commercial popular 15 to 20 years ago will prompt her to buy Thrivo from 'memory.' "

In discussing this use of the listener's medium, Mr. Rosenberg says, "The fact that people remember the Moylan sisters and the Thrivo song with keen interest after two decades is dramatic evidence of the 'depth-of-impression' power of radio.

"We are certain that this power, which is now more effective than ever because of today's greater than ever radio listenership, will create an increased awareness of Thrivo dog food."

Long Memory

Furthering the impact of the Moylan sisters'—and Thrivo's—return to the air via commercials, the agency plans to conduct a publicity campaign at the consumer level to heighten the "awareness and association" factor of the jingle.

"We have discovered a tremendous product-remembrance at the media and grocery trade levels alone," Mr. Smith continues. "The word 'Thrivo' sets people to singing the lyrics even though they haven't heard them on the air in more than 15 years.

"We went into one radio station, for example, and when we identified our client as Thrivo the whole sales force jokingly started singing 'We feed our doggie Thrivo' from memory, before they even knew we were going to use those lyrics in our current campaign. Similar 'songbursts' have popped up with other people, too.

"In addition, the company has received a number of unsolicited orders for the product from stores whose executives have heard the Thrivo song on radio and sent in their requests for a supply. They haven't even waited to be contacted by Thrivo's sales representatives."

Many of the stations broadcasting the announcements are working closely with the company in building a promotional campaign, he adds. They are initiating and coordinating tie-ins with stores, point-of-purchase displays and other merchandising devices.

The commercial itself was the opening theme of the Moylan sisters' program for the four years they were on the air "live." The complete lyrics are:

We feed our doggie
Thrivo, he's very much
alive-o,
Full of pep and vim;
If you want a peppy pup,
then you'd better hurry
up—
Buy Thrivo for him.

"As sung by the little girls—Marianne was seven and Peggy Joan was five when their program was introduced—the words and music of this commercial have a decided additional selling impact by virtue of the angelic quality of the children's voices," Mr. Smith explains.

"Known as the 'angels of the airwaves,' the girls had an amazing voice range which gave rise to their ability to sing 'three-part harmony' between the two of them. That is, one would start out singing contralto, the other alto; then the alto would switch key and range to soprano, and the contralto would move into alto. They'd shift back and forth like this, actually giving the effect of three voices instead of two."

Clements Discovery

Originally discovered by Mrs. Alice Clements, president and head of the Clements agency, the sisters first appeared on her *Horn & Hardart Children's Hour,* one of the earliest commercial shows on radio. (Mrs. Clements, as "Aunt Alice," produced and conducted this program in New York for some 30 years altogether.) Today the two girls are married, rearing children of their own, living on Long Island, N. Y., and—both client and agency trust—moved to buy Thrivo at hearing their own childish voices singing its praises.•••

Thrivo on the Air

The company's eight distribution areas, and the radio stations used to cover them, are:

Philadelphia area:
- WCAU PHILADELPHIA
- WIP PHILADELPHIA
- WRCV PHILADELPHIA
- WDEL WILMINGTON, DEL.
- WMVB MILLVILLE, N. J.
- WTTM TRENTON, N. J.

Baltimore:
- WCAO and WFBR

District of Columbia:
- WTOP WASHINGTON
- WRC WASHINGTON

"Dutch Belt" (Pennsylvania) area:
- WKAP ALLENTOWN, PA.
- WEST EASTON, PA.
- WEEU READING, PA.
- WLBR LEBANON, PA.
- WGAL LANCASTER, PA.
- WSBA YORK, PA.
- WORK YORK, PA.
- WKBO HARRISBURG, PA.

Pittsburgh area:
- KDKA PITTSBURGH
- WWVA WHEELING, W. VA.

Northeast Pennsylvania:
- WSCR SCRANTON
- WBRE WILKES-BARRE
- WRAK WILLIAMSPORT
- WAZL HAZLETON

Central Pennsylvania:
- WFBG ALTOONA
- WRTA ALTOONA
- WCRO JOHNSTOWN

Metropolitan New York-New Jersey:
- WOR NEW YORK
- WVNJ NEWARK, N. J.
- WNTA NEWARK
- WHLI HEMPSTEAD, L. I.
- WPAT PATERSON, N. J.
- WCTC NEW BRUNSWICK

Four Major Steps:

1. **Selecting the area.**
2. **Orienting the salesmen.**
3. **Getting project off the ground.**
4. **The presentation.**



1. Kevin Sweeny, RAB president, studies the map with Bob Alter, regional sales manager (1), and Jack Hardesty, vice president. After choosing regions to cover, bureau's top management pinpoints 3,000 prospects to contact.

Operation Barrage:

RAB Shows Regional Advertisers 'How'

Stepping briskly to front stage center, Radio Advertising Bureau is belting out a continuing performance of one-night stands across the country, demonstrating to regional advertisers how aerial campaigns can be effective for them.

The performance, says RAB in an exclusive report to U. S. RADIO on the sales promotion project, has moved an estimated one of every three audiences to "get into the act," too—that is, to use a substantial chunk of radio advertising, frequently for the first time.

RAB's presentations, entitled "Operation Barrage," are now in their third season on nationwide tour, playing principally to selected audiences of regional and local advertisers who previously gave little or no recognition to the listeners' medium. Coordinated with RAB's national sales effort, "Barrage" constitutes half of the organization's sales program. Last year, the bureau's staff put on an estimated 1,500 performances in more than 60 cities; this year, the "cast" plans to reach from 1,600 to 1,900 separate audiences with its information about the advertiser's own business and local market and media conditions, plus tapes of successful commercials used by advertisers of similar products elsewhere in the country.

The show has a history of try-outs and revisions that dates back several years before its 1956 debut as "Operation Barrage." It originated in 1953, a modest venture of 29 individual presentations (almost all to department store executives) in five cities. The next two years, keeping appointments set up by committees of RAB member stations in their home cities, the bureau made a re-





2. In briefings, salesmen learn economic details about companies, regions to be visited. Mr. Hardesty (l) directs session with (l to r): Mr. Alter, Bob Coppinger, Don Anderson, Jack Brennan, Row Varley and Don MacDonald. 'On tour,' they average 12 presentations a week.

ported 110 local appearances annually.

"Results were excellent," says Kevin B. Sweeney, RAB president, "but on a scale with the small number of showings. We wanted to demonstrate radio's value to a much wider audience, to top management of local and regional advertisers across the country who were tone-deaf to the medium only because they hadn't opened their ears to its sales tune."

In 1956, RAB took what it terms a giant step ahead—into a trial run, first in Boston, then Chicago and San Francisco, of a new technique called "Operation Barrage."

Presentations were extended to 28 other cities within 12 months; today the program includes more than 60 markets.

The "barrage" method of promoting radio is unique to this medium, according to RAB, which holds that no other field of communications has attempted such an "individualized," comprehensive presentation to specific regional and local firms.

Mr. Sweeney and Jack Hardesty, vice president and general manager, devised the system with the help of the entire RAB staff.

The technique itself is simple, the bureau explains: Send a team of men into a city to call, more or less simultaneously, on a number of important regional advertisers and agencies. Two to four men, equipped with material designed especially for each locality and product, make 20 to 60 presentations in a pinpointed "barrage" of the area, calling on not only retailers but every type of prospect who can benefit from radio.

Preparation

Not so simple as the idea behind it is the detailed preparation and coordination required for each "road show" performance. But in two years of trouping, with a third year underway, RAB believes it has developed a system of research, selection, contact and follow-through that promises a continuing effectiveness for its program.

Even, as this case history illustrates, in the inauspicious setting of a damp cellar:

Arriving to make his presentation to the president of a large appliance distribution company in the Midwest, an RAB representative found the handsome office quarters of the firm undergoing another "barrage" —of paint. His audience of top executives therefore gathered apologetically (wearing overcoats) in the one available location — a chilly basement—and sat doggedly through the underground performance.

Afterwards the group didn't linger to ask questions, the way most who see the presentation do, and RAB's staff member repaired to his hotel room feeling understandably depressed. A short while later, however, the telephone rang: "You really presented the case for radio!" exclaimed the caller, manager of a local RAB-member station. "That firm just phoned to okay a proposed radio campaign we submitted months ago and have been trying unsuccessfully ever since to persuade its management to use."

In most instances, of course, the RAB presentation is given in highly amenable surroundings — the president's office, for example. In 50 cases out of 100, says the bureau, its

representative meets with the president himself; the other 50 times he meets with other high-ranking officers of the organization. All this is in accord with RAB's design to demonstrate radio's performance to the policy-maker, who frequently is unacquainted with the medium's present-day capabilities and unaware of its potential value to his company.

Lining up appointments with key people is an important aspect of RAB's procedure. Preliminary to this step, however, is the selection of markets to be visited by RAB teams, which are comprised of two to four staff members sent out directly from the New York office. The bureau says between 15 and 20 of its executives last year traveled approximately 500,000 miles (chiefly by plane) to reach more than 60 markets. Inter-city itineraries are expected to remain much the same this year, but with a substantial increase in the number of calls planned for areas deemed by RAB to require a heavier barrage. At least one team is scheduled to be "on the road" each of 41 weeks of this year, during which time every team member expects to make approximately four calls a day an average of three times a week.

Occupational Hazard

That's a pretty fast pace, as one representative in particular can vouchsafe. Last year, still engrossed in thoughts about his most recent presentation, he stepped off a plane for the second time in a single day —and couldn't remember where he was. (He referred to his RAB schedule for re-orientation.)

After the markets have been selected by RAB's top management—and the dates for proposed visits have been coordinated with the bureau's national sales efforts as well—a team headed by Robert Alter, manager of regional sales, determines which firms will be contacted in each area. Team members study nominations submitted by stations, records of regional advertisers, trade journals, directories and other sources of information before choosing 3,000 potential candidates—generally companies with advertising budgets exceeding $75,000 a year and radio expenditures totaling less than 25 percent of that figure. (When a firm is spending a sizeable amount — perhaps 75 percent or more of its budget—in radio, says Mr. Alter, it may also be included in order to refortify the company's reasons for buying more air time.)

Diversified List

Striving to include all important advertising accounts in a city, the bureau also tries to achieve a diversified list from which about 30 or 40 (currently not less than 18 or more than 60) are chosen for RAB calls.

Compilation then begins of a dossier on each of the 3,000 "finalists." Describing the process, RAB explains that samples of each prospect's current advertising are collected (including a month's tearsheets from local newspapers), along with information on budget distribution, marketing, policies, practices and other details pertinent to the firm. Special slides and recordings are produced and reviewed for each specific type of account, and the team assigned to a given market begins briefing sessions on subjects ranging from the media situation for the region to the local economic picture.

Four weeks before opening a barrage locally, RAB mails letters to the presidents of all selected prospects in the area — breweries, appliance distributing firms, dairies, banks, advertising agencies, to name some of the 19 categories of business and industry listed by RAB. Each letter requests an appointment with the addressee, explains the nature of the presentation and mentions that RAB will make a personal telephone call to ascertain a suitable date to meet.

Within four days the barrage team begins placing the person-to-person long-distance calls which RAB credits with the "highly gratifying" number (about 75 percent) of appointments that are established initially —and kept. A confirming letter and, later, a confirming telephone call made as soon as the RAB representative arrives in town serves further to assure the date with the company executive.

Nine pieces of luggage accompany the team on its travels—in addition, that is, to each man's personal toothbrush-and-socks requirements. Included in the equipment are materials for 31 different presentations plus selections from RAB's library of hundreds of basic slides. Before embarking on a day's calls, the men study the background information on each prospect, then choose the presentation to give in each case.

Appointments are generally scheduled for each man for 9:30 a.m., 11 a.m., 2 p.m. and 3:30 p.m., RAB says, and average about 30 minutes of presentation time plus an additional 20 to 25 minutes of questions and further discussion. At the conclusion, the representative leaves a list of source materials and the names of local RAB member stations to contact for more help and material.

Top Level

"Many of the top executives we meet have never seen—or heard—a radio presentation before," says Mr. Alter. "A president may say 'I never see media people,' mainly because he doesn't want to be deluged with calls from every media man in the area. But he is willing to see the representative of an industry organization—and once he sees our presentation, he is usually receptive to more radio information and eager to see us again."

After each day's calls, according to the RAB schedule, team members file a brief report with the New York office, which in turn compiles a summary to be mailed as soon as possible

to RAB member stations in the market area for follow-up locally.

In taking its curtain calls for "Operation Barrage," RAB shares the spotlight by urging prospective radio advertisers to contact local member stations for detailed help in planning and executing an effective aerial campaign. "This is one of the most important parts of our presentation," Mr. Alter adds, "getting the client actively acquainted with the valuable radio facilities available on his doorstep."

Results to date, the bureau claims, have been excellent. Because the follow-up is done locally, a precise accounting is difficult from the national level, it points out, but a growing volume of letters from advertisers, agencies and stations indicates the value of the barrage.

Eagle-United Inc., a food chain in the Midwest, credits the RAB showing with convincing the company to increase its spot schedule. So does the Texas National Bank, and a regional telephone company.

The Piedmont Natural Gas Co. last year undertook a $10,000 spot campaign on 14 stations after seeing the presentation; radio proved such a successful medium, reports a company executive, that the campaign may be expanded in 1959.

First National Bank of Portland (Ore.) officials were sufficiently impressed with the presentation, RAB reports, to write asking for reproductions of the information it included—and offering to pay for any costs involved. (The bureau was pleased to send the material—sans bill—as part of its services.)

From the station side of the mailbag, a broadcaster in Milwaukee wrote a hasty note to the New York office asking for a fresh supply of materials furnished by RAB. Following the presentation locally, he explained, advertisers had deluged him with requests for information and he'd run out of RAB's prepared documentation.

The executive vice president of a large food manufacturer in the West suggests the value of the presentation to both advertiser and agency (one in every three RAB calls is to an agency alone; occasionally clients call in agency representatives to see the showing along with company executives): "I was happy to have our advertising agency see your material because I feel they have had a tendency to slip away from the use of radio."

A particularly enthusiastic reception of "Operation Barrage," says RAB, is evident in the case of the president who wouldn't stop listening. Reportedly, the head of a major coffee making firm in New England became deeply engrossed in the presentation and follow-up discussion. Wishing to continue the conversation, he invited the equally enthusiastic RAB representative home to dinner for just that purpose.

Final scene: After-dinner coffee with another advertiser sold on using radio. • • •

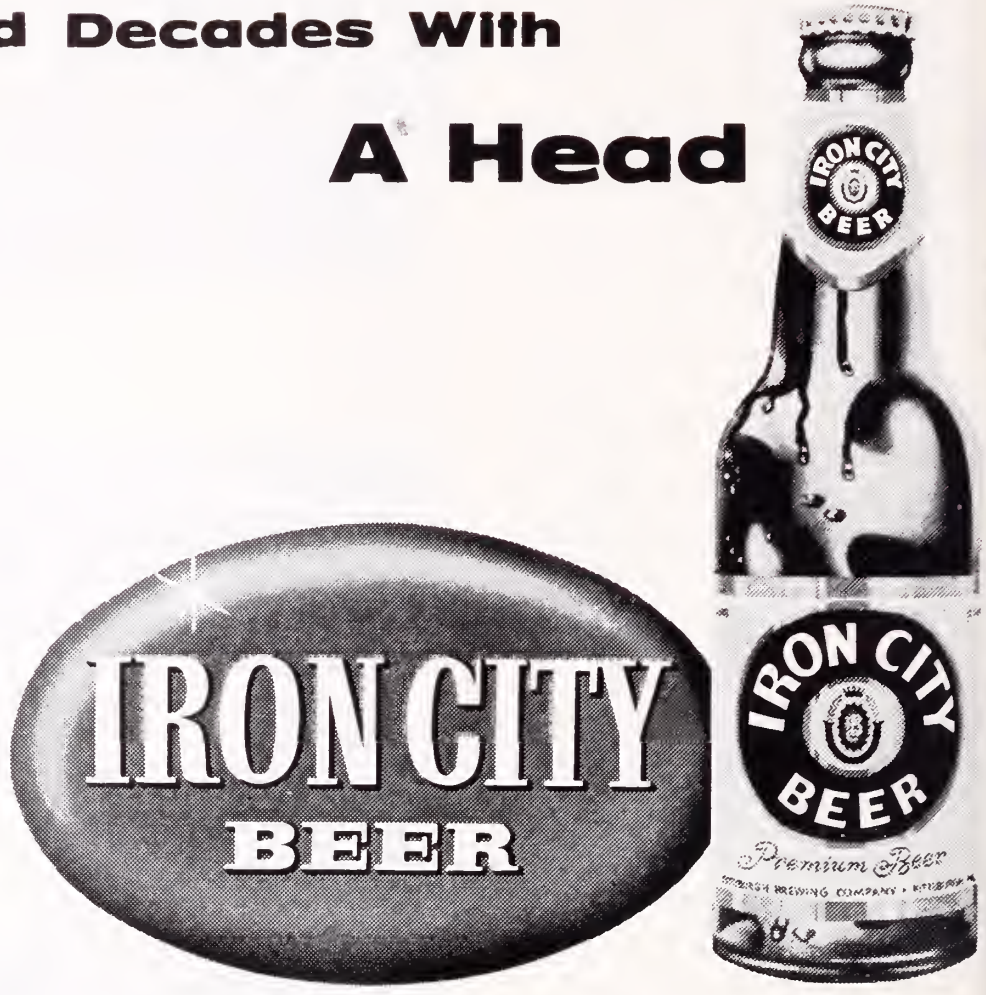


3. Taking to the air, team of Messrs. MacDonald, Coppinger and Alter awaits its flight to next appointment. Teams travel with nine pieces of "presentation" luggage.



4. Presentation by Mr. Varley to prospect is hand-tailored to suit the advertiser's needs. RAB uses 31 separate presentations plus hundreds of supplementary slides and tapes.

Two Sound Decades With A Head



Raising its glass to a new year in radio, the Pittsburgh Brewing Co. is setting up its 20th annual round of aerial time with a 1959 budget that allocates an estimated 50 percent to the sound medium.

One of the oldest and largest regional breweries in the country, Pittsburgh has increased its radio coverage in the last two decades from two stations in one market to 63 stations in 30 markets, with most of this growth occurring since 1953 when the stations used numbered approximately 18.

Iron City now claims to be by far the largest selling beer in the Pittsburgh area and has ranked in or near the nation's top 25 beers for the past 20 years.

"Radio has played a major part in the success of this brewery," declares Leslie B. Sterne, radio director for the brewery's principle agency, Smith, Taylor & Jenkins Inc., Pittsburgh. Ronald Taylor, the agency's president, is account executive.

Embracing both spot announcements and program sponsorships, Iron City, which markets in eight states, allots more than a third of its advertising budget to the sound medium, Mr. Sterne says. This percentage does not, he states, include the special seasonal expenditures for the radio sponsorship of the Pittsburgh Pirates' baseball games, which is handled by the Pittsburgh office of Ketchum, MacLeod & Grove, Inc.

Bill Kroske, KM&G account executive, reports that the brewery picks

for Radio

Iron City beer, devoting estimated 50 percent of budget to radio, has been steady user for 20 years. Formula: traffic spots, news and baseball sponsorship

up a $60,000 tab for the radio end of these games. It is estimated that the baseball expenditures when added to the rest of Iron City's radio schedule would bring the sound medium's portion of the total ad budget close to the 50 percent mark. The beer company divides its other advertising equally between print, outdoor and television.

Meant for Males

In all of its radio work, Mr. Sterne reports, Iron City aims its advertising arrows straight at the palate of the male consumer. "This is true of our spot copy and also is an important cause of our buying sports and news shows," he says.

In addition to its spot schedule, averaging approximately 20 announcements per week per station in flights of three weeks on and two weeks off (including the baseball season), Iron City sponsors a series of programs over KDKA Pittsburgh. These are two daily 10-minute news strips and, a weekly sports roundup. The Pirate games also originate with KDKA and are heard on 20 other stations, principally in the Tri-State area of Pennsylvania, Ohio and West Virginia.

"Our emphasis on the masculine customer and his interest in news and sports is directly related to Iron City's product image," Mr. Sterne explains, "a product image we feel is unusual in today's beer advertising.

"While the general trend is toward highlighting the lightness of beer, we go in the opposite direction and concentrate on building an image of a hearty, robust product. We believe a man wants a full-bodied beer, not a light, feminine-type brew, and this is what we give him."

To reach this "masculine man," Iron City buys traffic times heavily for its spot schedule, concentrating in all markets on the hours between 7 and 9 a.m. and 4 and 7 p.m.

In its KDKA schedule, too, the firm reaches out for the men principally during these hours, but also carries an 11 p.m. news show of which it is particularly proud. According to Mr. Sterne, "Iron City has been the largest single advertiser on KDKA for most of the past 20 years and we are especially delighted with the 11 o'clock news. It is certainly one of the oldest programs if not the oldest program, under one continuous sponsorship today.

"It went on the air in 1945 and has remained ever since on the same station at the same time for the same sponsor and handled by the same newscaster, Paul Long."

Mr. Long also helps to do the play-by-play for the Pirate games, which will be starting their third season under Iron City sponsorship on April 9. He shares honors with Jim Woods and Bob Prince.

Pleased Pirates

Prior to 1957, the ball club would not accept beer advertising, but once the ice was broken, Mr. Kroske says, the broadcasts and telecasts have met with enthusiastic response. Iron City shares its sponsorship equally with the Atlantic Refining Co. and Phillies Cigars.

The $60,000 radio sponsorship is larger by far than the tv outlay, Mr.



Sterne explains, because of the bigger radio network (22 stations as opposed to only 4 for tv) and the fact that radio carries the entire 154-game Bue schedule. Only 30 games are televised.

Also, he notes, the radio outlets are very carefully selected—according to their power and ability to clear all games—so that listeners will not be confused by hearing day games on one station in an area and night games on another.

Pioneering in another direction, Iron City with its co-sponsors and KDKA experimented last year with a new multiplex transmitting system enabling the station to originate the Pirate broadcasts on am while continuing its good music schedule on its fm band. Previously, because KDKA was the originating station for the 22-station baseball network, it had been necessary to carry the games on fm, which afforded static-free reception for the other stations re-transmitting on their own signals.

This experiment, which proved successful and will be reinstituted this year, represented the first time the Federal Communications Commission had permitted stations to rebroadcast a multiplex signal.

Commercials on the Pirate games are done live for Iron City, but the techniques vary for the rest of the beer's radio schedule. "During an average 26-week cycle, the spots will include, in addition to straight live copy," Mr. Sterne says, "transcribed straight commercials, transcribed dramatizations and integrated canned and live copy with the occasional use of musical jingles.

These techniques are employed for the sake of variety and to suit the particular sales theme of the moment. S. E. Cowell, president of Iron City, believes, according to Mr. Sterne, that radio spots should sell by performing a two-fold purpose: Creating a product image, and, when the occasion arises, keeping the Iron City customer and potential customer informed of new developments about the product.

"Aside from our normal product promotion," Mr. Sterne says, "we use spots to let the market know when Iron City has achieved some outstanding recognition, such as the recent *House Beautiful* article by Poppy Cannon in which Iron City was mentioned as one of 'Nine Very Special American Beers.' Additional stations were added to our regular schedule to publicize this honor, as well as on another occasion in the early fall to spread the information that Iron City was one of only two American beers to receive the highest award for quality at the Brussels World's Fair."

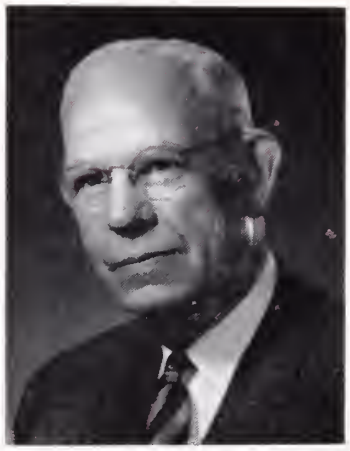
The stations were most cooperative on these occasions, Mr. Sterne says, in getting out extra mailings and promotional pieces to taverns and other Iron City outlets. As a rule, however, merchandising support from the stations consists of routine mailings and placement of window cards around town.

The dignified, hearty, robust product image of Iron City so carefully cultivated through commercials and merchandising throughout the year falls flat on its face, however, at Christmas time when the froth k.o.'s the body and lightness takes over.

Each year from Thanksgiving until Christmas the Pittsburgh Brewing Co. uses half its radio schedule to promote a brand of beer with the unusual name of Olde Frothingslosh. With the blessing of the client, the agency copywriters are given a field



John De Coux, Iron City ad mgr.



S. E. Cowell, president of Iron City.



Leslie Sterne, ST&J radio director.

day with whimsical commercials.

Reactions run from amusement to confusion, according to Mr. Sterne. "One announcer in an Ohio station read the live copy over before air time and immediately confronted the station manager with these words, 'O.k., it's a pretty funny gag, now where's the real copy?'

"Announcers are slightly mystified at first by such phrases as 'the beer with the foam on the bottom,' 'the pale state ale for the pale, stale male,' and 'made from hippity hops, nice rice and mad, mad malt.'"

They soon enter into the holiday spirit, however, Mr. Sterne says, and everyone including the listeners enjoys the Olde Frothingsloth campaign. As with many seasonal items, he says, the demand always exceeds the supply.

Steady Growth

For Iron City itself, however, the supply keeps increasing with the demand. The Iron City brewery was built in 1861, and in 1899 became one of the 16 area breweries which were merged to form the Pittsburgh Brewing Co., then reportedly the largest in the nation.

At the turn of the century, the total capacity of these breweries was well over a million barrels a year. Today, the Iron City plant alone has a greater capacity than all of these combined.

The firm, which also produces a second and lighter beer, Tech Premium Pilsener, has outlets in Pennsylvania, Ohio, West Virginia, New York, New Jersey, Maryland, Michigan and Virginia.

Expanding regularly, Iron City generally uses radio, along with newspapers, to introduce the beer into new territories, Mr. Sterne says. Television and outdoor, he adds, are only brought into the picture "after the pioneering work has acquired a good distribution for the beer." • • •

Iron City Beer's Radio Log

Spot and Program Outlets

STATION	MARKET
KDKA	Pittsburgh
KQV	Pittsburgh
WWSW	Pittsburgh
WEEP	Pittsburgh
WKJF-FM	Pittsburgh
WCUE	Akron, O.
WADC	Akron, O.
WHKK	Akron, O.
WAKR	Akron, O.
WFBG	Altoona, Pa.
WRTA	Altoona, Pa.
WVAM	Altoona, Pa.
WLDB	Atlantic City, N. J.
WOND	Atlantic City, N. J.
WESB	Bradford, Pa.
WHBC	Canton, O.
WCHA	Chambersburg, Pa.
WELK	Charlottesville, Va.
WHK	Cleveland
WJW	Cleveland
WTBO	Cumberland, Md.
WONW	Defiance, O.
WJER	Dover, O.
WDOE	Dunkirk, N. Y.
WEOL	Elyria, O.
WICU	Erie, Pa.
WJET	Erie, Pa.
WLEU	Erie, Pa.
WMMN	Fairmont, W. Va.
WFIN	Findlay, O.
WFOB	Fostoria, O.
WFRO	Fremont, O.
WARK	Hagerstown, Md.
WKBO	Harrisburg, Pa.
WCMB	Harrisburg, Pa.
WHGB	Harrisburg, Pa.
WCRO	Johnstown, Pa.
WJAC	Johnstown, Pa.
WKYR	Keyser, W. Va.
WBCB	Levittown, Pa.
WKVA	Lewistown, Pa.
WIMA	Lima, O.
WJTN	Jamestown, N. Y.
WMOA	Marietta, O.
WEPM	Martinsburg, W. Va.
WMGW	Meadville, Pa.
WMIC	Monroe, Mich.
WCTC	New Brunswick, N. J.
WKST	New Castle, Pa.
WETZ	New Martinsville, W. Va.
WEEU	Reading, Pa.
WPIC	Sharon, Pa.
WMAJ	State College, Pa.
WTON	Staunton, Va.
WTOL	Toledo, O.
WOHO	Toledo, O.
WMBS	Uniontown, Pa.
WHHH	Warren, O.
WKWK	Wheeling, W. Va.
WWVA	Wheeling, W. Va.
WKBN	Youngstown, O.
WHOT	Youngstown, O.
WFMJ	Youngstown, O.

Pittsburgh Pirate Radio Network

STATION	MARKET
KDKA	Pittsburgh (originating)
WFBG	Altoona, Pa.
WBVP	Beaver Falls, Pa.
WBOY	Clarksburg, W. Va. (day and weekend)
WHAR	Clarksburg, W. Va. (night)
WTBO	Cumberland, Md.
WCEB	Du Bois, Pa.
WLEM	Emporium, Pa.
WMMN	Fairmont, W. Va.
WHUN	Huntingdon, Pa.
WJAC	Johnstown, Pa.
WMGW	Meadville, Pa.
WAJR	Morgantown, W. Va.
WKRZ	Oil City, Pa.
WKBI	St. Mary's, Pa.
WPIC	Sharon, Pa.
WMAJ	State College, Pa.
WTRN	Tyrone, Pa.
WMBS	Uniontown, Pa.
WNAE	Warren, Pa.
WJPA	Washington, Pa.
WWVA	Wheeling, W. Va.

How '59 Convention

Plans for this year's NAB meeting

are first under new 'streamlined' format:

Less time, less display, just as much to do

NAB 1959 Board Convention Committee

CO-CHAIRMEN:	Robert T. Mason	WMRN	Marion, O.
	G. Richard Shafto	WIS-TV	Columbia, S. C.
Engineering Liaison—Radio	Joseph E. Baudino	Westinghouse Bcstg. Co.	Washington, D. C.
	John H. DeWitt	WSM	Nashville, Tenn.
	William Holm	WLPO	LaSalle, Ill.
	J. Frank Jarman	WDNC	Durham, N. C.
	Fred A. Knorr	WKMH	Dearborn, Mich.
	C. Howard Lane	KOIN-TV	Portland, Ore.
	C. Wrede Petersmeyer	Corinthian Bcstg. Corp.	New York
Engineering Liaison—Television	James D. Russell	KKTV	Colorado Springs, Colo.

n Will Differ



Radio broadcasters who attend the annual convention of the National Association of Broadcasters next month will spend a shorter time at the yearly conclave than they have in the past, but will be no less busy for their briefer stay. That is the word from NAB headquarters as plans for the 37th annual convention begin to take final form. (See *Editorial* p. 64.)

This year, broadcasters will meet in Chicago at the Conrad Hilton Hotel, March 16 through 18, with delegates starting to check in at the registration desk on Sunday, March 15. The three-day format adopted by the NAB board of directors at a semi-annual meeting last June replaces the usual four-day agenda.

Another significant change which will be introduced at the 1959 annual meeting is a limited exhibition plan. Such organizations as transcription firms have traditionally had their products on display at NAB conventions, as have heavy equipment manufacturers. Although equipment exhibits are unaffected in 1959, program service exhibits have been eliminated. Delegates from these firms may still attend the convention but without their wares. And they may, according to the new convention format, entertain broadcasters in "hospitality" suites as station representative firms have done for years.

The 13th annual Broadcast Engineering Conference, held concurrently with the convention, will stress "how to" presentations at this year's session. A new NAB award for engineering contributions to the technical development of broadcasting will make its debut at the 1959 BEC meeting, with John T. Winer, vice president of engineering for Hearst Corp. stations, as first recipient. The presentation will be made at a BEC luncheon on Wednesday March 18.

Award to Sarnoff

NAB's Keynote Award for Distinguished Service, presented for the first time in 1953, will go to NBC Board Chairman Robert W. Sarnoff this year. The award is given annually to the person who has made "a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service." Mr. Sarnoff will deliver the Keynote address at the award luncheon March 16.

Although a detailed agenda was not available at press time, general plans for the radio sessions indicate a full schedule for radio delegates. John F. Meagher, NAB vice president for radio, says these sessions will be held Monday afternoon (March 16), Tuesday morning (March 17) and Wednesday afternoon (March 18), with a special fm panel scheduled for Monday morning.

The radio conference will be opened by J. Frank Jarman, WDNC Durham, N. C., chairman of the NAB radio board. Among subjects which will be considered are programming standards of good practice for radio broadcasters, music licensing, audience research, a forecast of radio's immediate future, editorializing on the air, a legislative report and automation trends.

Radio Advertising Bureau will participate in the convention with a sales presentation.

To further streamline this year's conclave, the over-all convention has been divided into (1) general sessions and (2) separate radio and

'59

television management meetings. The welcome mat is out for all delegates who wish to attend luncheon meetings and general assemblies, but radio and television management meetings will be "oll limits" to all but bona fide station owners and executives of NAB member stations and networks.

Luncheon speakers in addition to Mr. Sarnoff will be FCC Chairman John Doerfer, who will address the convention on Tuesday, and NAB President Harold E. Fellows, who will speak to the delegates on Wednesday. The annual banquet on Wednesday night will close the convention. Broadcast Music Inc. will handle the entertainment.

President Fellows indicates that emphasis will be on major management problems, "reflecting the serious problems facing the broadcasting industry which require the intensive study and concerted action of top executives." He says the "continuing growth of radio and television is bringing about rapid changes which the leaders of the industry must be fully informed about and prepared to act upon."

Survey Made

The streamlined agenda aimed at top management problems is based on desires of the membership as expressed through questionnaires circulated by NAB recently, the association states. Co-chairmen of the NAB convention committee are G. Richard Shafto, WIS-TV Columbia, S. C., and Robert T. Mason, WMRN Marion, O.

When radio delegates aren't engrossed in the problems of broadcasting under discussion in their management sessions, they will be free to inspect the largest display of broadcast equipment ever to be on exhibit at an NAB convention. Everett Revercomb, NAB secretary-treasurer and convention manager, reports that contracts are cut for 18,570 square feet of exhibition space, making the over-all exhibit 1,500 square feet larger than ever before, and 4,000 square feet larger than that of the 1958 Los Angeles meeting. At press time, the following heavy equipment manufacturers had made space reservations to display their products at the NAB Chicago meeting:

Adler Electronics Inc., Alford Manufacturing Co., Ampex Corp., Caterpillar Tractor Co., Century Lighting Inc., Collins Radio Co., CONRAC Inc., Continental Electronics Manufacturing Co., Dresser-Ideco Co., Gates Radio Co., General Electric Co., General Electronic Laboratories, General Precision Laboratory, General Radio Co., Harwald Co., Hughey & Phillips Inc., Industrial Transmitters & Antennas Inc., Kahn Research Laboratories, Kleigl Bros., Minneapolis-Honeywell Co., Phelps Dodge Copper Products, Radio Corp. of America, Raytheon Manufacturing Co., Schafer Custom Engineering, Sarkes Tarzian Inc., Telechrome Manufacturing Corp., TelePrompTer Corp., Telescript-CSP Inc., Tower Construction Co., Utility Tower Co. and Visual Electronics Corp.

Highlights of the agenda include:

Monday—Morning: Fm radio session, labor clinic led by G. Maynard Smith, an Atlanta attorney who specializes in labor-management law, and exhibits; noon: General assembly and the luncheon featuring the keynote award and address by Mr. Sarnoff; afternoon: Separate radio and tv management and ownership conferences.

Tuesday—Morning: Management and ownership conferences continued; noon: General assembly and luncheon with address by Mr. Doerfer; afternoon, open for visits to exhibits or hospitality suites.

Wednesday—Morning: General assembly with FCC panel; noon: President Fellows' address to general assembly luncheon, followed by annual business session; afternoon: Management and ownership conferences; evening: Annual convention banquet. • • •



Civil Service Commissioner Barbara Gunderson presents the commission's Diamond Anniversary award plaque to Harold E. Fellows, president of the National Association of Broadcasters, at NAB's headquarters in Washington, D. C. The award was established by CSC in connection with its current observance of the 75th anniversary of the Civil Service Act to give recognition to certain national organizations for their "outstanding cooperation in support of the federal civil service." NAB and its member radio and tv stations were cited for materially helping Government meet its civilian personnel needs by broadcasting "manpower spot announcements."

'Look for a Room With a Radio'

"A small hotel with a wishing well is swell . . . but you'll enjoy any hotel or motel even more if there's a radio in your room. Look for a room with a radio."

That's the advice America-on-the-go is getting these days from radio stations across the country as part of a nation-wide campaign to extend further the reach of radio from the home, the office and the automobile to motel and hotel rooms everywhere.

Radio Tested

The drive, which has put the power of radio to the test in its own behalf, will continue as long as a need for it exists, according to John F. Meagher, vice president for radio, National Association of Broadcasters. But evidence of the immediate success of the campaign from an industry standpoint was piling up on Mr. Meagher's desk in an impressive stack within a month of its introduction by NAB in early December.

Shortly after the first of the year, the NAB radio department tabulated broadcaster reaction to the new "look for a room with a radio" promotion. In a month's time, 600 stations had pledged a total of 11,040 spots a week to the campaign—an average of 19 spots per station. And the pledges are continuing to come in. Mr. Meagher feels that by the end of this month, the total spots being aired each week in the newest of NAB's radio promotions will rise to the 15,000 mark.

Original Decision

Decision to undertake the promotion was made last November by the NAB am radio committee. Spot announcements of varied lengths subsequently drafted at NAB and sent to all radio stations call attention to the advantages of radio-equipped hotels and motels: The music and entertainment available on radio are perfect tonics for a travel-weary hotel guest, one advises. Another stresses the up-to-the minute news that radio offers. Still another reminds the motorist that "radio reports on weather and road conditions help you get where you're going more quickly and safely."

Obvious purpose of the drive is to convince motel and hotel interests that it's good business to equip all their rooms with radios. A motorist's dependence on radio for relaxation and essential information is now the rule rather than the exception and should not be cut off with the ignition, Mr. Meagher points out.

He also stresses that the radio broadcaster and motel or hotel operator have more in common than may immediately meet the eye: Both are local business men; both are engaged in the business of serving the public and building business in their own community. Each could—and should—work for the betterment of the other, Mr. Meagher believes.

Hotel Interest

The "look for a room with a radio" drive is NAB's attempt to foster greater cooperation between the hotel and radio industries. Although no formal discussions have as yet been planned with representatives of the former group, Mr. Meagher says he has already heard that the campaign has stimulated great interest in hotel circles in certain local instances. He expects that NAB will ultimately meet with hotel industry executives to explore ways in which radio service can be assured the traveling public.

The campaign has drawn some quick approval from hotel-motel groups. The Florida Motel Association, largest such group in the country, expressed immediate interest in taking part.

Executive Vice President J. Pendleton Gaines wrote the NAB that "we are very much interested in . . . this project because we have many angles that can be developed, including a program at the manufacturers' end to create a central radio system for



This built-in wall radio, adaptable to hotel and motel use, is produced by Phillips Radio Div. of B-W Manufacturers Inc., Kokomo, Ind., one of several firms interested in NAB's project.

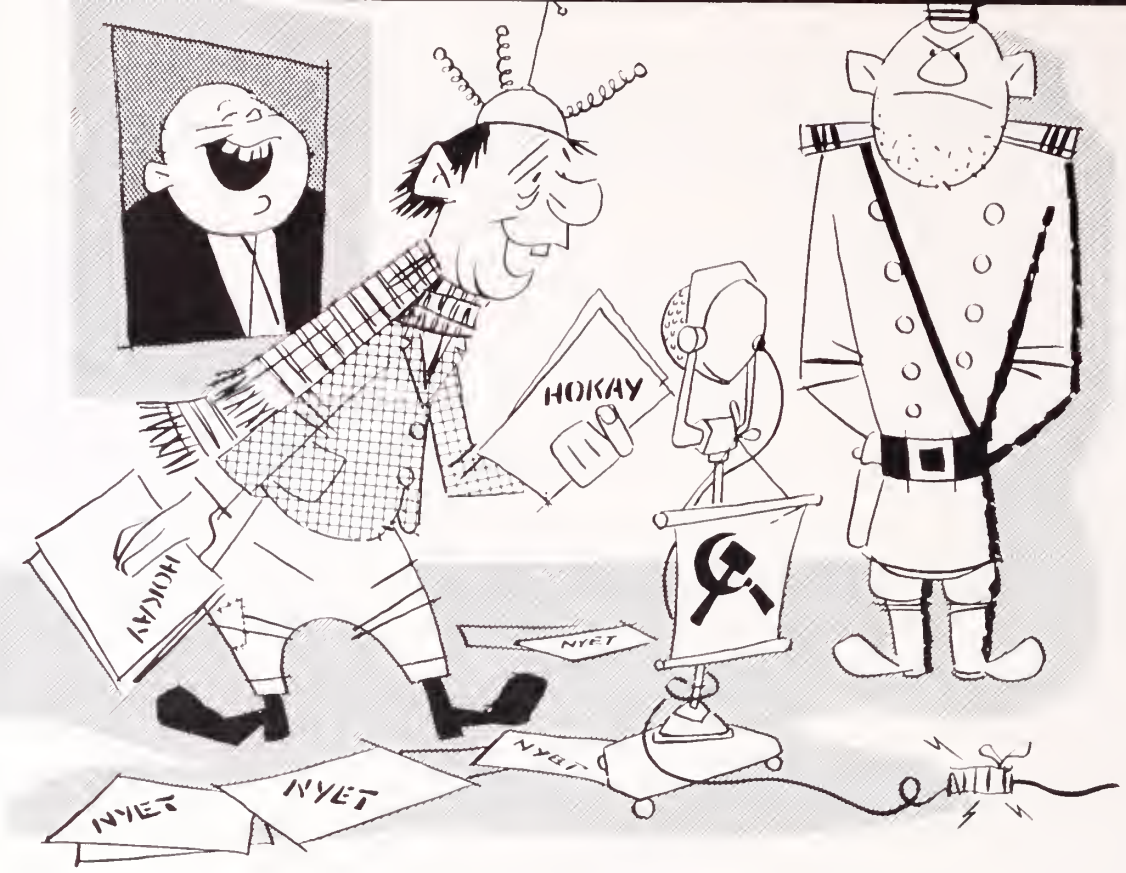
motel rooms with a number of selections of local stations plus one selection for an fm station."

The campaign also has received formal pledges of support from two state broadcasting associations—Tennessee and New Jersey.

Until more meetings can be arranged, NAB will continue to build a strong case for the desirability of having a radio in every hotel room.

Specific Reactions

To feel out specific broadcaster reaction to the campaign, NAB sent a fill-in questionnaire to all stations asking the extent of the support the outlet was giving to the drive. Many broadcasters, in returning the information to NAB, have commented on their personal reaction to the promotion. From a Rhode Island station manager comes this opinion: "We feel that this is an excellent promotion, not only for the stimulation of local business but for the station, too." A Texas broadcaster writes: "We will step up the number of spots per week if you keep us supplied with copy." The idea has prompted one North Dakota station to work on a "combination package deal to offer motels and hotels for joint promotion." • • •



Russian Radio:

A Voice Dedicated To the State



This special report is by Jerry A. Danzig. NBC vice president. from observations of Russian broadcasting while a member of a five-man team under State Department auspices. Mr. Danzig, formerly vice president, NBC Radio network programs. has recently been named vice president, participating programs. NBC Tv network.

Radio in Russia is a *dedicated* medium. It reflects the dedication that the Russian Government expects of its people.

After traveling through the U.S.S.R. inspecting its radio facilities, one comes away with the utmost respect for the universal use of the aural medium.

After all, radio—like any communications medium—mirrors the society or culture of a particular people. In the U.S., the airwaves are free for most forms and shades of programming — leaving room, of course, for certain overseeing by the Federal Communications Commission.

Stations here are free to program any type of music, discussion, con-

troversy, political rhubarb, social drama or what have you. The only real restrictions are in the area of good taste, and the requiring of equal time for both sides of the fence.

We were candidly told that in the Russian scheme of things "Each program broadcast should improve the human being."

In Russia, there is what can be called programming and artistic dedication to the causes of the State.



This affects the Russians' fine music, drama and certainly their news.

Take, for example, the field of satire and comedy. Such program material comes under the watchful eye of the Satire Department, organized a year ago. One of the most popular programs in this area is called *Merry Sputnik*. In addition to humor and entertainment, the series is designed to attack "selfishness, drunkenness and hooliganism."

The program itself comprises chiefly satiric commentary with the central character, Becky Thatcher, fashioned after Mark Twain's character, traveling around the world visiting the American art exhibit in Brussels, dating young General Trujillo in Hollywood and having tea with Madame Chiang.

In another area, the Satire Department directs its efforts against the self-interested individual, such as the truck driver who carries bricks carelessly at work, but when building a country house of his own is very careful not to break or drop a single block.

This self-correction approach can also be directed against "minor" Government officials such as the Ministry of Trade official who blooped by sending shoes of only one size to a city.

It is interesting to note that the Russians *do* have commercials or, as they call them, "paid information." With some exceptions, the paid information also supports the government role.

An example of paid announcements are those of the Ministry of Trade on what products are available; what stores have overcoats; what factories need workers; what colleges have room for students, and what movies are showing where.

The cost for the paid information varies from republic to republic. In the Georgian Republic, for example, the cost is one ruble per word for ordinary announcements or two rubles a word if the announcement is specially produced (e. g. music background). The index on the rate of exchange is four rubles equal one dollar. The Georgian Republic allows radio 30 minutes of commercials daily, of which 15 minutes are in the morning and 15 in the evening.

In Kiev (Ukranian Republic), there are 15 to 20 minutes of commercials daily at the rate of one ruble per word for ordinary announcements. By the way of special agreement, the Ministry of Trade pays 40 to 50 kopeks for a minute or a minute-and-a-half announcement. (100 kopeks equal a ruble).

An interesting similarity exists between Russian radio and ours in the area of programming ingredients. Heavy emphasis is placed on music and news. I would estimate that between 60 and 70 percent of the programming is music. In Moscow, for example, where there are three Government radio services, the music played is divided equally among Russian folk, foreign and classical. Radio is very much relied upon for its news. In fact, it is common for people to get the "top" of the news from television and turn to the radio for complete details.

There are two tv news programs a day in Moscow compared with 11 a day on radio.

Financial remuneration for those employed in the radio art in Russia is favorable when compared with the salary of the average worker, who is paid between 800 and 900 rubles a month. A staff musician or singer receives 2,000 rubles a month. A radio producer gets between 1,500 and 2,000 rubles; in addition, he can earn an additional 3,000 rubles by working overtime to prepare a special 30- to 40-minute program.

Radio writers receive about 3,000 rubles for adaptation of a play for the aural medium. There are no royalties if a play has been published, in which case it is considered as being in the public domain.

The average dramatic show on radio costs about 7,000 rubles a half-hour to produce. The *Merry Sputnik* costs only 1,500 to 2,000 to produce each episode, presumably because of the permanent staff of the Satire Department which has an editor-in-chief, four editors, an assistant producer and other employees.

From a technical point of view, Russian radio has much to say for itself. Use is made of a wired radio set (compared with a standard receiver) which is capable of receiving the first of the three services only. The other two services can be heard on standard receivers only. The wired service is very popular. In Georgia, for example, there are 250,000 standard radio sets and 500,000 wired sets with the one radio channel. The license fees that listeners have to pay also vary by set. A family in Georgia pays 32 rubles



a month for a standard set and five rubles a month for the wired receiver.

Three weeks spent in the Soviet is a short time. Certain impressions, however, are inevitable. By way of conclusion I would say that Russian radio is comparably professional by our standards. There is one basic difference, though, and this deals with the primary aim of the Soviet government controlled radio system.

We pride ourselves on entertainment and news. They, too, pride themselves on entertainment but, above all, on their skill in using radio to further the aims of the Government and the Party. Call it dedicated radio or call it—as I do —propaganda. • • •

Weekend Bonanza

The problem of juggling a spot radio schedule throughout the week for maximum coverage and penetration has long been a vexing problem for timebuyers.

A new study by the A. C. Nielsen Co. comparing a Monday through Friday spot campaign with one that includes Saturday and/or Sunday throws a bright spotlight on the effectiveness of weekend radio in media planning.

For example, 10 spots Monday through Friday (6 to 9 a.m.) on a typical station in a major city will reach 5.9 percent of the homes (or 251,700 homes). The Nielsen study then substitutes Saturday and/or Sunday for midweek days. This 10-spot schedule, substituting Sunday for Wednesday, yields 6.7 percent of the homes (or 285,900 homes). Home impressions are similarly increased from 478,230 in the first schedule to 543,210 in the second.

In the study, *episodes* are defined as 15-minute periods in which the spots are carried. Between 6 and 9 a.m., there are 12 episodes (from Monday through Friday, there are 60). For the purposes of this study, the episodes for each day were numbered 1 through 12. Distribution of the schedules and the episodes in which the spots were carried follow:

Schedules A, B and C

Run a five-day cume on a 10, 20 and 40 spot schedule. Spots as follows:

A. 10-spot 6-9 a.m.:

Monday, episodes	1, 11
Tuesday	6, 8
Wednesday	3, 5
Thursday	10, 12
Friday	2, 9

Weekly Results

Description		Weekly Cumulative Audience			
Mon.-Fri. 6-9 A.M.	60 Quarter hours a week	%	Homes	Episodes	Home Impressions
Schedule A	10 spots M-F	5.9	251,700	1.9	478,230
Schedule B	A plus 10 spots	7.1	302,900	3.1	938,990
Schedule C	B plus 20 spots	8.5	362,700	4.9	1,777,230
6-9 A.M. Mon.-Fri. Combined With Sat.-Sun. 9-12 Noon					
Schedule D	10 spots (see explanation)	6.7	285,900	1.9	543,210
Schedule E	D plus 10 spots	8.1	345,600	3.1	1,071,360
Schedule F	E plus 20 spots	12.1	516,300	4.3	2,220,090

Source: A. C. Nielsen Co. (based on May-June report for a station in a major city).

Four-Week Results

Description		Four-Week Cumulative Audience			
Mon.-Fri. 6-9 A.M.	60 Quarter hours a week (240)	%	Homes	Episodes	Home Impressions
Schedule A	10 spots M-F (40)	15.4	657,100	3.0	1,971,300
Schedule B	A plus 10 spots (80)	18.0	768,000	4.9	3,763,200
Schedule C	B plus 20 spots (160)	19.7	840,600	8.5	7,145,100
6-9 A.M. Mon.-Fri. Combined With Sat.-Sun. 9-12 Noon					
Schedule D	10 spots (see explanation) (40)	20.2	861,900	2.5	2,154,750
Schedule E	D plus 10 spots (80)	21.2	904,600	4.7	4,251,620
Schedule F	E plus 20 spots (160)	24.8	1,058,200	8.4	8,888,880

New Nielsen 'duplication' study shows effectiveness of including Saturday and/or Sunday in weekly spot radio buys

B. 20-spot 6-9 a.m.: To 10 spot schedule above add:

Monday	1, 7
Tuesday	3, 12
Wednesday	9, 10
Thursday	2, 5
Friday	6, 8

C. 40-spot 6-9 a.m.: To the 20 spot schedule add:

Monday	2, 5, 8, 10
Tuesday	1, 4, 7, 9
Wednesday	2, 6, 8, 12
Thursday	1, 4, 7, 11
Friday	3, 5, 11, 12

Schedules D, E and F

Using the same basic schedule but now crossing into weekend time periods, Nielsen demonstrates how the substitution of Saturday and/or Sunday affects the dimensions of audience over a five-day period.

10-spot schedule: Use same schedule as weekly A, but substitute the sixth and eighth episode during the 9-12 noon block Sunday for the two Wednesday spots.

20-spot schedule: Same as weekly B, but substitute 6, 8, 9, 10 episodes of 9 to 12 noon Sunday for all Wednesday spots.

40-spot schedule: Same as in weekly C, but substitute 1, 3, 4, 6, 7, 8, 9, 11 episodes of the three-hour block from 9 to 12 noon Saturday for all Tuesday spots.

Following the results of this weekly study, Nielsen then calculated the affect of Saturday and/or Sunday on a four-week basis. The results are just as meaningful.

The percentage of homes reached by 10 spots, for example, increase from 15.4 percent to 20.2 percent when Sunday is substituted for Wednesday. • • •

Radio Facts Updated

Total Homes (Millions)		Radio Homes (Millions)
Fall Each Year		
1950	43.9	42.1
1952	45.7	44.8
1954	47.1	45.4
1956	49.4	47.6
1958	51.1	49.2

Radio Ownership: October 1958

% Total Radio Homes

Territory		County Size	
NE	97%	A	97%
EC	97	B	96
WC	97	C	96
S	95	D	95
PAC	96		

Hours of Radio Use: October 1958

Total U. S. Radio Homes 1:58

Territory		County Size	
NE	1.46	A	2:11
EC	1:52	B	1:55
WC	2:24	C	1:48
S	1:46	D	1:42
PAC	2:08		

Source: A. C. Nielsen Co.

Out of Home Listening

Homes per Minute

July 1958

	Morning Mon.-Fri.	Afternoon Mon.-Fri.	Night 7 Days
Total (Millions)	6.5	6.9	4.7
Auto Plus	1.4	1.5	1.4
In-Home	5.1	5.4	3.3

Based on NRI-NSI Measurements of Auto Radio Usage

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



MOTHER MINDS MONEY, as usual, while her husband is congratulated by police officers after finding a check for $50,000. The Jess Slate family had just won the KYA San Francisco Treasure Hunt, which also meant a new car and free auto repairs for life. Police were called out to control hunters, estimated by KYA at more than 100,000, after final clue was broadcast.



HELPING OUT, Seattle disc jockey Frosty Fowler (bottom) does his bit to help build new multi-million dollar freeway. Fowler told KING listeners that if each of Seattle's 500,000 citizens would dig 10 shovels-full, freeway would be almost completed. Engineers report he did no serious damage to the project.

NAME IN LIGHTS over Broadway on Fedders sign and a trip to Rio via TSA Transcontinental Airlines is prize for Mr. & Mrs. Albert Drapeau (center) in WABC New York "Mystery Personality" contest. Congratulating the couple are (far left) Ross Mulholland, WABC disc jockey, Bob Higgens, TSA general manager, and (far right) Eleanor Herling of Mr. Mulholland's staff and U. V. Musico, vice pres. of Fedders.





SCREAM OF DELIGHT is broadcast into WHBQ Memphis microphone by Mrs. Joan True. She won $100 because she was listening to the station's "Shadow," who is actually Charley Sullivan, when he announced he was in front of her house. "Shadow" tours city in unmarked car, talking to his listeners, chiefly motorists and housewives. If they are listening and can locate him, they win $100.



OVER AND ABOVE all other newsgathering functions of WICE Providence is new "News-copter" which is shown as it was reporting its first local event—a parade. The broadcast from the whirlybird, WICE claims, was the first time a helicopter had been used by a Rhode Island station for news or special events.



IMAGINATION AND DARING are needed by the ad profession, according to Jules Dundes, CBS Radio vice pres. (center). He delivered message on accepting St. Louis Ad Club's "Brass Hat Award." Hosts are Bill McDade, club's president (right), and Bob Hyland, KMOX gen'l mgr., who attended luncheon.



PRIZES AT STEAK are more than $400 worth of Armour Star meats in WOW Omaha "beef weight estimation" contest. Customers in Kilpatrick's department store were asked to guess total weight of edible meat on a half-beef displayed in case. In six days, WOW says, 7,000 entries were received.

HELPING BREATHE LIFE into March of Dimes campaign, WAMP Pittsburgh disc jockey Rex Hale broadcasts from iron lung in display window of downtown store. He asked audience to contribute $2,100, price of the lung. Watching is a sponsor, Duane Hagan, representing the Watson Home for Crippled Children. Mr. Hale spent three days in store window.



GROWN IN FLORIDA, short, medium and tall "GRO Girls" advertise grand opening of WGRO Lake City by passing out souvenirs and invitations to dance featuring Ray McKinley's Glen Miller orchestra. Dance raised $1,000 for a teenagers' center. The station also reports that "hundreds of listeners" attended open house, more gathered in park to hear McKinley show.





SPOT (Cont'd from p. 25)

"To insure the impact of the new music policy, the WKY-Katz team worked out an original music selection formula based on local and national statistics, designed to determine as accurately as possible the musical preference of people in the Oklahoma area."

Research

Another major project on the representatives' agenda for 1959 is the expansion of qualitative, in-depth research into stations' audiences. Blair's financing of the Eugene Gilbert Co. study on the Dallas market for KLIF (*Radio Research,* November 1958), and the KONO San Antonio-Pulse study of the audience in terms of what H-R Representatives call "a measure of income and discretionary buying power" (*Radio Research,* January 1959) are forerunners of many to come.

The study that has caused perhaps the most stir recently has come out of KPRC Houston, where Edward Petry & Co. is working closely with that outlet in what Mr. Holmes calls "a pioneering motivational research study."

The study has attempted to learn the basic needs and desires of radio audiences today, and especially how the various Houston stations fulfill them. It also attempts to discover, through "depth interviewing," the attitudes of the listening audience and the effects these attitudes have toward the advertisements carried.

"This forward step by KPRC, we feel, will start a trend toward many similar studies throughout the country," says Mr. Holmes, "and will enable stations to add new and greater services for the benefit of listeners. It was done in response to the advertisers' need for more qualitative information about media and to loosen their dependence on purely quantitative measurements.

"The most important new activity at the Petry company this year," he predicts, "will be the extension and dissemination of qualitative audience promotion for radio."

Rate Cards

One other area of controversy that representatives indicate they will tackle this year is the rate cards. On the positive side, the firms are seeking the simplification of rate cards by means of streamlining individual station cards or the implementation of plans and packages sold in station groups (*The Rate Card Riddle,* September 1958).

Even more important, the representatives are on the attack against multiple rates, which they claim are hampering the development of spot. In their presentations, they will point out that the advantages of buying through a distributor or broker at "fringe prices" can backfire—especially on the agency, which may lose control of appropriations.

The double rates also hurt the broadcasting industry, they say, often causing an advertiser to lose faith in the medium when he sees that a competitor is getting the same coverage at lower rates.

"It is a known fact," says SRA's Mr. Webb, "that quite a number of national spot advertisers do not buy spot radio advertising at the national level because they have learned that there are a number of doors open for them at the local level that enable them to buy radio time at so-called 'local rates.'

"Not only is there this double rate system, says Mr. Webb, but also stations that have triple and quadruple rate cards. Which means that such stations operate on the basis of 'how much money does the advertiser have to spend in the market, and let's work out a deal.'

"There is an answer to this thorny problem, and the most logical and sensible one is a single rate card for all advertisers," he asserts.

"If a broadcaster conscientiously feels that he cannot operate on the single rate, for reasons peculiar to his market, then the next best practice is to eliminate the words 'national' and 'local' from his rate card structure, substitute the words 'general' and 'retail' rates, define such categories of rates with a sound workable definition, base his rates on what he knows his product is worth, and make up his mind to live with it."

A breakthrough was scored against multiple rates recently with the almost simultaneous announcements by the three Balaban Stations (WIL St. Louis, WRIT Milwaukee and KBOX Dallas) and by KTUL Tulsa that they would adopt single rates for all advertisers — local, regional and national.

Mr. Eastman, whose firm represents The Balaban Stations, goes even further than Mr. Webb in condemning multiple rates:

"Efforts to define the application of a local rate and thereby police it more effectively have not worked out. Thus even though the spot medium may be most desirable for certain products it is not only conceivable but a positive fact," he says, "that in certain instances an agency will recommend other media simply to avoid the possibility of losing portions of its budget. The agency is 'safe' on national media such as magazines and network television.

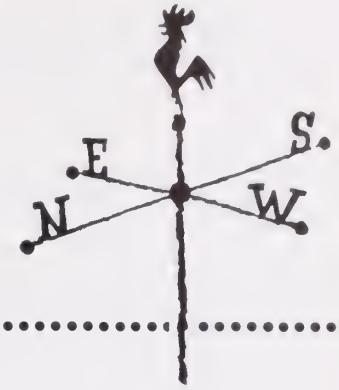
"The local rate matter is really the biggest single problem, in my opinion, in the broadcasting industry."

Advertising-Promotion

In this hard-sell year, several representatives indicate that they will recommend heavy audience and sales promotion, and advertising campaigns on the part of individual outlets. Their participation, however, will not end there.

Advertising department heads and consultants from the representative firms are ready to advise stations in all aspects of consumer and trade advertising, including story lines, papers and magazines to be used, and recommended costs.

Whether the task be the implementation of an advertising campaign or in any other function, there is no area of station management where creative services of the national representative cannot be helpful and often vital, states Daren F. McGavren, president of McGavren-Quinn Corp. "The representative is, in fact, an important part of the station team and as such should increase his services whenever there is the need." • • •



How CBS Stations Are Adjusting to PCP

Reports from CBS-owned and affliated stations emphasize personality and talk shows as they adjust to network changes

As any woman can tell you, tossing out an item or two and moving the furniture around may transform the living room—and lead to buying wall-to-wall carpeting to suit the new decor.

CBS owned and affiliated stations are finding much the same truth applies in revamping program schedules. As of January 5, when the network's Program Consolidation Plan went into effect, they've been living with a variety of arrangements of the basic "furniture" — minimum 30 hours of network plus existing local shows—to which they've added a wide range of embellishments according to their own particular tastes.

Program emphasis, judging from reports, is in the direction of personality, talk and opinion shows.

Prior to PCP, network stations were expected to carry at least 50 hours of a total of 90 programmed by CBS. With last month's consolidation, CBS has canceled approximately 40 hours of network time and lowered its basic requirement for member stations to 30 hours.

The effect of PCP has varied from one station to another.

Some, like WCCO Minneapolis (an affiliate), report very little change in programming. Others, like KCBS San Francisco (CBS-owned), are tackling the job of replacing locally major portions of the hours canceled by CBS. Still others are considering the merits of local versus network shows for the 20 hours of CBS time available to them beyond the minimum requirement.

WCAU Philadelphia, an affiliate which was bought by the network last September, has intensified local news and public affairs programming and added "an important new personality" to replace approximately 20 hours of network. CBS-owned KNX Los Angeles, which has dropped about 25 hours of network, is developing a range of local features, from a five-nights-a-week *Opinion Please* to a Saturday night show by Russell Arms (formerly on tv's *Hit Parade*). Affiliate WBT Charlotte, N. C., has shifted only slightly in network time—from 42

hours to 37½—but is programming a new basic weekend schedule called *Tempo*.

KCBS San Francisco (c-o) has adopted a number of new shows and a considerably altered time schedule. Previously it had carried 75 hours of CBS and CRPN; now it has 52 hours, 15 minutes. WRVA Richmond (affiliate), switching from 56 hours of network to 41, has lengthened several local shows and added a new one in keeping with its concept of programming for "adults of all ages;" KMOX (c-o) plans, among other features, an increased schedule of public affairs programs—on such subjects as old age, alcoholism and mentally retarded children—in addition to its editorializing *KMOX Radio Takes a Stand* and topical *The Right to Know*. WTOP Washington (affiliate) is promoting a "Power Plus concept" of programming utilizing close to the maximum 50 hours of network available. WCBS New York (c-o) has added seven personalities to its local roster—Westbrook Van Voorhis, Johnny Desmond, Johnnie Ray, Emily Kimbrough, Louis Nye and "new talent" Lee Jordan and Portia Nelson.

Little Change

CBS' Minneapolis affiliate, WCCO, has been relatively unaffected by PCP, says Larry Haeg, general manager, because it did "a thorough housecleaning" on its whole schedule in June 1957.

"At that time, we went to the block-type programming which has now been adopted by the network," Mr. Haeg explains. "We were using 31½ hours of network according to this pattern; now we're using the minimum 30. Our changes amount to little more than dropping *Our Gal Sunday* and picking up *Whispering Streets* instead; picking up Arthur Godfrey at 9 a.m., a half hour earlier than before, and switching Art Linkletter from afternoon to morning, starting at 10 a.m. We also expanded our public discussion program, *Open Mike*, and put it in the hands of George Rice, veteran newsman.

"The listener forms an 'audio image' of the day's pattern which is best served by consolidated units of programming," says Mr. Haeg. "We reorganized our schedule with this in mind.

WCCO, which stresses personality and service ("A station is more than sound, it's a companion to people"), reports sales in the last quarter of 1958 were off slightly from record 1957 figures, but the year as a whole about matched the previous one; and business now on the books for 1959 exceeds that for the same period last year.

Fred Ruegg, general manager of KNX, describes the Los Angeles station as "experimenting with local programming we've wanted to try for quite a while but haven't had time available for it." A major innovation, the program *Opinion Please*, accounts for 55 minutes of approximately two hours an evening of network time dropped on January 5. The show invites listeners to telephone the station and go on the air with their comments about meaningful local topics such as smog, traffic congestion and education.

"We were confronted with a number of technical problems in getting the show on the air," Mr. Ruegg says, "but I think we've solved them now. This type of program requires a very talented personality to deal adroitly with people. The first couple of nights, we put *Opinion Please* on unannounced just to see how things would go. It's still a little early to gauge results, but we're very enthusiastic about it."

In addition to signing Russell Arms to do a Saturday night music show, KNX plans to experiment with weekend programming (Saturday is now entirely local with the exception of the Metropolitan Opera on network). "Our *Sports Scene* is an established, popular feature that covers a multitude of activities that interest southern Californians—trout fishing, auto racing, deep sea fishing, tennis, golf and the like," Mr. Ruegg adds. "We'd like to try more things like that, using our mobile units."



George Rice, host and moderator on WCCO Minneapolis *Open Mike* show, talks in person or by phone with wide array of radio guests.

In Philadelphia, WCAU has switched from 35 hours of network to 50, then back to 30, all since last September 1. In changing its role from an affiliate to a CBS-owned station on that date, it added 15 hours of network time. "However," says Joe Connolly, general manager, "we didn't drop any of our staff then, so we've been in a good position to pick up on local programming in adopting PCP."

Adding Doug Arthur to its staff in one major change, WCAU is capitalizing on a name known to Philadelphia radio for the past 15 years, states Mr. Connolly. Mr. Arthur will be on the air from 12:05 to 12:30 p.m. and 3:30 to 5:30 p.m. weekdays.

Other standing local features include the *Hi Neighbor Party Time* each afternoon, attended by a reported audience of 200 club women every weekday. "We pioneered this type of service for club groups eight years ago," Mr. Connolly says. "We provide a group with a complete program by way of the show and a tour of our facilities, plus merchandising gifts to be used by the club for bridge tournaments or other fund-raising events. Ralph Collier emcees the party, assisted by several musicians and other station personnel."

Saturday night's *Surprise Party* is also a point of pride for WCAU. Now 10 years old, it has been playing to "standing room only" from the start, Mr. Connolly declares, even though the station is now located six miles from downtown Philadelphia.

Down south, the schedule of affiliate WBT Charlotte, N. C., is affected by PCP chiefly on weekends. Apart from reorganizing program times, the station has retained much the same weekday format as before, says Paul Marion, general sales manager, with emphasis on personalities and talent.

The big change is in Saturday and Sunday programming, he explains. With the inauguration of *Tempo*, WBT plans to provide a flexible format of music, news and features throughout the weekend.

"Four men on the air are backed by a staff of 12 to 13 people who gather material on tape throughout the week for use in 'talk' sequences that are limited to two minutes at a time," says Mr. Marion. "For instance, we taped an 18-minute interview with Harry Golden, author of *Only in America*, and edited it into two-minute segments that were interspersed throughout a weekend.

"We've taped a number of other vignette-type interviews and events, using up to 70 or more tapes for a whole weekend. Audience response has been very good. A number of people even call the station just to inquire when a segment involving them or their friends will go on."

In San Francisco, CBS-owned KCBS has expanded several local shows, introduced new ones and added an occasional extra "ingredient" to existing programs.

"We are emphasizing personality shows with features which attract 'active' listening," says Maurie Webster, general manager. "The theme of our audience campaign has been built around the phrase 'more to talk about.'"

The station's news staff is adding six additional five-minute local news programs a day to the schedule, supplementing the network's hourly reports.

New to San Franciscans, Owen Spann is appearing on the expanded morning show with humorous features (including dramatic readings from the comic strips, and depictions of an "on-the-spot reporter" who is accident-prone) and frequent weather, commuting and time signal information. Two afternoon personalities—Dave McElhatton and Wanda Ramey—have combined their programs: together now, they comment on the news, converse about anything from how to mop floors to what's opening on Broadway, and phone people in the news. (A list of the couple's "phone guests" for the first week of their show includes Eleanor Roosevelt, Richard Rodgers and a Bay area council woman.)

Altogether, the station is presenting a total of 27 entertainers in the 60 percent of program time between 6 a.m. and midnight that is devoted to local shows. Midnight to 6 a.m. continues to be American Airlines' *Music til Dawn*.

KMOX (c-o) considers its 1959 schedule the most diversified in its 33-year history. Along with network daily features, the St. Louis station is continuing its coverage of major regional sports events, its farm show by Ted Mangner, the morning *Clockwatcher Show* with Jim Butler, and the afternoon *Bruce Hayward Show*.



Teaming up, Wanda Ramey and Dave McElhatton conduct a two-hour "conversation piece" every weekday on KCBS San Francisco.

New to its listeners as of January 5 is *Words and Music*, which Robert Hyland, general manager, describes as "unblushingly romantic in approach." Poetry by John McCormick against a background of music is a Monday-through-Friday feature from 12:15 to 12:30 p.m.

Three Documentaries

In public affairs programming, the station is planning three documentaries: Old age, and how to enjoy it; alcoholism, and its effect on society, and the tragic problem of mentally retarded children.

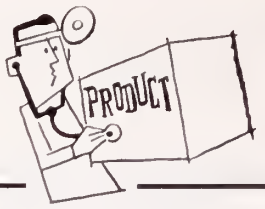
WRVA Richmond (affiliate) has increased its news coverage to 35 local and 10 network newscasts each 24-hour weekday. The three-man news staff is aided, says General Manager John Tansey, by wire services, 27 correspondents throughout the Virginia and Washington, D. C., area, a mobile news unit with two-way radio, an airplane at the municipal airport, a power-boat docked on the James River and "walkie-talkies."

Replacing 12 hours of network with local time, the station has instituted *The Lyle Bradley Show* ("planned music format" plus news and weather) and lengthened *The Frank Brooks Show*, *The Housewives Protective League* and *The Carl Stutz Show*.

At WTOP Washington, D. C. (affiliate), two new programs have been introduced to supplement the local schedule plus approximately 50 hours of network. A 55-minute recorded music show on Monday, Wednesday and Friday nights and a Sunday morning session are presented by personality Robert Cromwell. Jim Meyers, pianist and arranger, is playing nightly from 10:05 to 11 on *Sugar 'N Spice*.

Lloyd W. Dennis Jr., general manager, terms the station's combination of local network programming a "power plus" of personalities and news and sports coverage. • • •

commercial clinic



Singspiel, Musical Story Techniques Provide F&S&R With 'Pleasant Hard Sell'

In every copywriter's reverie, it would seem, is the commercial that listeners *want* to hear again and again. The creative people at Fuller & Smith & Ross Inc., New York, believe they have produced it.

Hitting the air this month is a new series of 60-second spots for the Sterling Silversmiths Guild of America, an organization of 13 brand-name advertisers and silver suppliers. Their purpose is to instill in young women the image of solid silver as an essential part of their marriage and future.

"The commercials are of two types," says Peter S. Cardozo, vice president and creative director for radio and tv. "Some are 'singspiel,' an operatic technique popularized most recently by Rex Harrison in *My Fair Lady*. The others employ a musical motif to tell a story, after the fashion of *Peter and the Wolf*."

Singspiel is a technique that forces you to listen, according to Robert Elwell, the copywriter. "The music is used to re-enforce the words throughout, and the words—actually spoken lyrics—are designed so that you don't quite get them all the first time. Of great importance is that the music is pleasant and melodious so that the listener wants to hear it again."

The musical motif method employs a different mood and tune for each character or point introduced into the spoken story. "In *Peter and the Wolf*, you remember, each character had his own very distinct musical identification," says Mr. Elwell. "So do 'mother,' 'daughter' and 'husband' in our commercials.

"Also," he notes, "key phrases such as 'beautiful,' 'practical,' 'pride of possession,' and 'money' (a sour chord) are highlighted by the music. And, of course, 'sterling silver' has its individual motif."

Motivation behind these commercials was the guild's desire to get a harder sell into its messages. In 1958, its first year on radio, the job was to "create awareness for sterling silver in the minds of women by registering its image as desirable and important in the modern concept of living." In 1959, the guild felt it was time to tell them "why."



Peter Cardozo



Robert Elwell

"All of the new commercials, although pleasant, are hard sell in terms of the amount of facts and reasons contained in them," Mr. Cardozo asserts. "They *must* be pleasant because we are dealing with an image, not a specific product name. The 16-year-old girls who hear the spots today won't be buying for perhaps four years."

There is another reason for the stress on "enjoyable" music, according to Mr. Elwell. "The spots are designed to fit into the kind of show they play on; namely, the music and disc jockey programs to which young women would most likely listen."

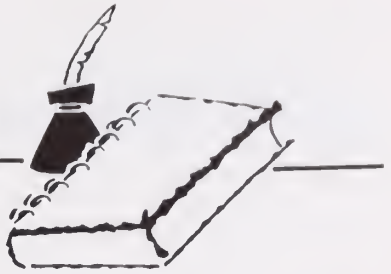
The following is an excerpt from one of the singspiel spots. "The copy points are the *strength* of the musical message with singspiel," Mr. Elwell states, "as opposed to the usual jingles which are heard only for their tune after steady repetition."

ANNOUNCER: From your very first dinner
There's a sparkle to marriage
When you're dining with Sterling Silver.
Your meals are elegant—
They're lovely—fun
When you serve them all with Sterling.
If you only have
Settings for two—
So what! You'll build toward more—
You've pride in your home—
You own the best—
Sterling lasts through your marriage!
Every day . . . it's always bright; It grows more lovely with every use—
That's Solid Silver!
Costs so little . . . lasts your life;
And never goes out of fashion—
That's Solid Silver!
Make your marriage a Sterling marriage
Start out with Sterling Silver!

"Too many commercials on the radio today remind me of the Vermonter's reaction to a loud politician's election harangue," declares Mr. Cardozo. "When a companion asked 'What's he talking about?' he answered 'He didn't say!'

"We are more interested in what we say than in how loud we say it." • • •

station log



Human Interest Stories Reveal Radio's Penetration

The almost instantaneous impact of radio on the local community is dramatically illustrated this month in stories of tragedy and human interest.

The news that four teenage boys were killed in a head-on, high-speed collision in Morristown, N. J., late one night—an item that would be given in news summaries — was turned into a documentary for safety by the WMTR news staff. And repercussions from the broadcast are still coming in from all over the state, the station reports.

Parent's Viewpoint

The program was written from the viewpoint of a parent who has spent 17 years doing his best to raise his son only to have "a few violent moments" take the boy away. It was broadcast three times during the day following the accident in response to "a flood of phone calls," and fed through intercom systems at several Morris County high schools.

Plans are now under way, WMTR states, to use the broadcast as a pilot program in selected high schools throughout the state "to learn its effect on student attitudes about driving." If successful, tapes will be sent to all New Jersey high schools.

A happier climax to an unhappy story was provided by KOKY Little Rock and WLIB New York, two outlets programming to Negro listeners. A Little Rock woman who had been separated from her two brothers in New York for 17 years, and had tried numerous means of finding them, asked KOKY for help. KOKY sent off a letter to WLIB.

On the morning the letter arrived in New York, WLIB staffers made a routine but unsuccessful check of the brothers' last known addresses, then placed two 20-second announcements on the air. At 11 a.m., after the second announcement, the brothers were in contact with the station, which arranged a long-distance phone call to their sister in Little Rock.

Berlin, N. H., in searching for community leaders to take over sponsorship of its amateur hockey team, the *Maroons,* found two—WKCB and WKCQ (FM). The sister stations report that to their knowledge this is the first time a radio station has assumed active management of a hockey team.

A quick-witted service station attendant, a telephone, 1260 kilocycles and two sturdy lug nuts may have saved the lives of a Des Plaines, Ill., couple. The attendant, at a gas station in Kankakee, Ill., discovered that he had replaced only two of the five lug nuts on the right front wheel of the couple's car. He remembered their comment that they were going to Indiana, and placed a long-distance call to WFBM Indianapolis. The station notified the state police and also aired warnings to the couple. A relative of the two heard WFBM and contacted them just before their return trip from New Harmony, Ind.

RADIO ACTIVITY

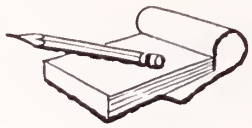
• Vincent Michaels Inc., a radio and tv advertising and promotion firm, is offering to radio stations an ad mat service. The ads—in a series of 20 — are completely prepared, leaving room for insertion of call letters. More than 160 stations have signed for the service since the beginning of December, according to Mike Bogen, president of Vincent Michaels.

• WOW and WOW-TV Omaha, Neb., will be combined in a new and modern building, according to their parent firm, Meredith Publishing Co. Property for the new structure has been purchased and work is scheduled to begin soon. • • •



Three 25th anniversaries are observed in these pictures. At left, KSD St. Louis "premier disc jockey" Ed Wilson receives a plaque from senior girl scout Susan Trampe honoring his anniversary and for work on behalf of girl scouts. In center, seven of the 12 original staff members of WAVE Louisville still with the station celebrate WAVE's "Silver Jubilee." They are (front row from left): Wilbur Hudson, chief engineer; Charles C. Leonard, sec.-treas.; George W. Norton Jr., president; Clifford Shaw, music clearance mgr.; (top row from left) Nathan Lord, vice pres. and gen. mgr.; George Patterson, tv program mgr., and Burt Blackwell, chief tv director. At right, Jack Nedell, senior account exec., is honored with a gift from Mrs. M. E. Megargee, president of WGBI Scranton, for a quarter-century of service.

BPA memo



$20,000 at the End Of KIMN 'Treasure Trail'

A luxury home or $20,000 cash awaited the lucky listener at the end of the KIMN Denver "Treasure Trail." It all started last June when the station, through a series of promotions and stunts, gave away a Ford Fairlane hardtop, a complete electric kitchen with all appliances, a mink stole and other prizes. The final stage of the six-month promotion featured a "DJ Wake-a-Thon." The prize: A new home in suburban Broomfield Heights or the cash equivalent.

Listeners had to guess the total number of days, hours, minutes and seconds that six KIMN disc jockeys could broadcast continuously from a bed located in the prize "Treasure Trail" home. Entry blanks were available at the home and Del Teet Furniture Co., and were printed in the *Rocky Mountain News*. On one day, KIMN reports, entries were recorded at the rate of 43 per minute. The winner, a mechanical engineering student at the University of Colorado who has been married six months, chose the cash award. His guess of 16 days, 20 hours, 30 minutes and 45 seconds was off ever so slightly from the recorded time of 16 days, 20 hours, 31 minutes and 10 seconds.

Five runners-up have been given holiday vacations in Las Vegas, including $200 worth of accommodations plus $100 in cash each for spending money.

Tom Dooley Tried And Pardoned on Radio

A legend in folklore and music, Tom Dooley has been tried by public opinion through the medium of radio and has been pardoned.

Reports from three stations—WTIX New Orleans, KOMA Oklahoma City and CKNW New Westminster, B. C.—indicate that they have given the benefits of 20th century justice to Tom Dooley.

WTIX disc jockey Rid Boudreaux spent three weeks pleading with his listeners to send in letters and cards to form a petition that would eventually free this character of song and story. It wasn't until the day of the execution, WTIX states, that the response from the public made itself known through the mail, telegrams and even long distance telephone calls. The station estimates that about three times the required 5,000 names came in.

Escape

Unaware of his pardon, Tom Dooley escaped from the mythical jail minutes before his planned hanging. Again WTIX went to work asking listeners to phone the station immediately if they had any clues as to Tom Dooley's whereabouts. A listener in El Paso, Tex., finally reported that Tom was on his way back to his native Tennessee "grateful that he could again walk the streets as a free man because of the voice of the people."

KOMA disc jockey Lou Miller made a similar public appeal for a petition that would grant a reprieve for the legendary character. The response, KOMA states, was brought to the attention of Oklahoma Governor Raymond Gary, who issued an official reprieve.

The fame of this Tennessee hero also has spread to Canada. CKNW New Westminster arranged a mock trial in Vancouver. A prominent lawyer, CKNW states, was retained to defend Tom. Listeners sent in their alibis for his defense along with 25 cents for the defense fund. The money, which was to reimburse the lawyer, was turned over by him to the station's orphan fund. A transistor radio was awarded to the listener submitting the best alibi.

Traveling Salesmen At Home With Radio

For the salesman on the road, radio can be his best friend. Two stations—WIP* Philadelphia and WKY Oklahoma City—have started new services to befriend the man with the traveling wares. WIP, through the initiation of disc jockey Jack Pyle, has started a Traveling Salesmen of America club. It came about when Mr. Pyle (whose daily show is heard from 11 a.m. to 3 p.m.) got a letter from a traveling salesman asking why Jack aimed his talk at women only. The salesman offered evidence of a male listenership as well. Seconds after Mr. Pyle read the letter on the air, WIP reports, the switchboard—and later the mail—produced response from other traveling businessmen who said they, too, listened.

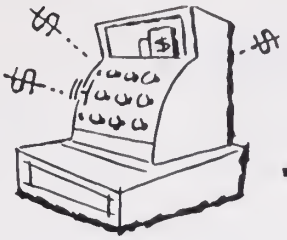
Mr. Pyle suggested that these men send in five dollars for a get-acquainted dinner. Within two days, WIP declares, the capacity for the dinner of 150 had been reached. Mr. Pyle consequently incorporated a traveling salesman's "corner" in his daily show at 2:45 p.m.

More than 300 companies (many of them the blue chip variety) were represented at the first meeting, where membership cards were distributed and temporary officers elected. The idea of the "Pyle-drivers" is spreading, WIP states, to other parts of the country.

In a public service vein, WKY has inaugurated a "Service for Salesmen." It will permit wives of traveling salesmen to reach their husbands with emergency messages which will be broadcast every weekday at 8:20 a.m., 12:30 p.m., 5:30 p.m. and 9:30 p.m. WKY expects its new service to be of comfort and aid to salesmen who travel Oklahoma and parts of Kansas and Texas. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).

radio registers



CONSTRUCTION CO.

Rand-Powell Construction Co., faced with lagging sales, decided to test radio in an effort to sell homes in its Roselle Manor sub-division in San Diego, Calif. At a total cost of $180, Rand-Powell purchased 40 announcements in a KGB package plan which spread them evenly over one weekend. No other medium was used. Despite three windy and rainy days, five homes were sold in the three-day period, which Hal Rand, the firm's president, attributes directly to the announcements on KGB.

WOMEN'S APPAREL

Hy-Lo-Fashions, a women's apparel shop in Seattle, ran a 12-day sale of coats and dresses, promoting it exclusively on KJR. Hy-Lo contracted for five announcements per day for the 12-day period. At the end of the sale, says Sidney Meltzer, Hy-Lo-president, "we sold 10 times the number of items . . . than were sold in a comparable period of time prior to the advertisement." Total cost of the 60 announcements was $510.

REAL ESTATE FIRM

R. A. Gall Co. used WDOK Cleveland in an attempt to see if radio could sell Florida homesites to Cleveland residents. Spending a total of $400 for the one-week test, Gall was so pleased with sales of his $5,000 to $10,000 homesites, according to WDOK, that he allotted $300 weekly to continue the campaign. The original one-week trial lasted for almost eight months.

SPECIALTY SHOP

The Dream Shop, a ladies' specialty shop located in Bridgeport, O., had been a steady advertiser on WHLL Wheeling, W. Va., for several years when it decided to test a saturation campaign. Instead of its usual four to six "institutional type" spots a week, Dream Shop purchased 10 spots a day for three days in an attempt to move out remaining merchandise from the previous season. According to Ruth Thompson, owner of the shop, "We sold practically to the bare walls." Of 75 girdles in stock, she reports, all were sold.

WMIL
MEANS MILWAUKEE
1290 on the dial
And, in MILWAUKEE
OUR OLD TIME MUSIC
formula produces
RATINGS and ADVERTISING
RESULTS at the lowest
cost per thousand!
WMIL
home of
"FRITZ THE PLUMBER"
For top rated
¼ hours call
Gill-Perna, Inc.

here is... modern radio
"We are batting 100% on all presentations so far and think RADIO HUCKSTERS will make 1959 a banner year." Chet Miller, WVPO, Stroudsburg, Pa.
"These extra sales in one week will almost pay for our use of Lang-Worth for a year! Chas. Seebeck, WTON, Staunton, Va.
You get results from Radio — *Modern* Radio — with RADIO HUCKSTERS jingle service. Inquire today!
LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: Judson 6-5700



● **First all day** . . . "most listened to" and hottest of any as indicated by recent audience studies!*

Best news coverage . . . local, plus world-wide through exclusive Washington News Bureau.

Top personalities attracting large, loyal audiences. Every reason to place saturation spot campaigns where you reach an even greater *cumulative* audience.

Check **WFBM** first—*where every minute is a selling minute!*

*C. E. Hooper, Inc.
(7 a.m.-6 p.m.) June 19, 1958

Represented by the KATZ Agency

report from RAB

Rab Quickens Pace Of Research Activity For Coming Year

In a year that finds radio literally on its way to the moon, thanks to scientific advances in rocketry, Radio Advertising Bureau is aiming in another direction as well: At a "down to earth" program of both specialized and general research projects.

Two studies recently completed by RAB—one of frozen food purchasers, the other of gasoline station customers—are a forerunner to new techniques in "customer-oriented," adaptable research which RAB plans to develop in 1959. The findings, shedding new light on the listening habits and buying patterns of actual purchasers, are the result of on-the-spot interviews with customers who either are *about to buy* or *have already made* their purchase.

The first series of interviews, made among 500 housewives who had just bought frozen foods in the super market, discredit a concept that for years has plagued just about every advertising agency with a food product. The concept: That between 7:30 and 8 a.m. is necessarily a must-buy period on radio for food product marketers.

Actually, among those frozen food buyers interviewed, the 7:30 to 8 a.m. period ranks 15th among the 24 half-hour segments between 6 a.m. and 6 p.m. The 3 to 3:30 p.m. period, interestingly enough, is almost 20 times as valuable for reaching these actual purchasers of frozen food products.

RAB's second such project (on the listening habits of buyers of automotive products) resulted from interviews with more than 9,000 gasoline station customers—all at the point of purchase.

Radio, this survey reveals, occupies 61 percent of the total time spent by these customers with all media on the day of purchase of gasoline station products. That's nearly double the time spent with newspapers and magazines combined.

Indicative of the broader research projects planned by RAB is its recent 12-page report on the listening habits of the adult audience. This particular study, a Pulse-conducted report on 27 major markets, makes these points:

- Television's major adult audience strength lies in a concentrated peak of nighttime viewing (67 percent of all adult tv-viewing comes after 6 p.m.); radio delivers a consistently strong adult audience throughout the day.
- In an hour-by-hour breakdown, radio's adult audience tops tv's for two thirds of the broadcast day—its average adult audience during this period is nearly twice as high as tv's.
- Day or night, more than 85 out of every 100 radio listeners are adults. Among tv viewers, adults comprise less than 52 percent in the morning; 59 percent in the afternoon, and 76 percent in the peak evening hours.

Expenditure Breakdown

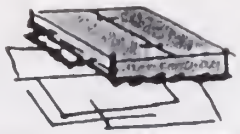
RAB continues, of course, to publish periodic expenditure breakdowns of various radio users. The latest compares how advertisers use spot and network radio by leading product categories for the second and third quarters of 1958.

Drug advertisers ranked first in network radio use, accounting for 19 percent of total time purchased. They were followed by automotive at 17.2 percent, food and grocery at 10.4 percent, and tobacco at 9.6 percent.

Topping the spot list were food and grocery advertisers at 22 percent, followed by gasoline and lubricants at 14.9 percent and tobacco products at 12 percent. Drug advertisers placed sixth in spot with 6.3 percent.

The studies described are only a few of those done recently by RAB. Ones to be developed during 1959 will serve to give added momentum to the medium RAB President Kevin Sweeney describes as "barely off the launching pad." • • •

report from representatives



Katz Guide to Spot Rate Costs Shows 'Only Slight' Change in '57-'58

The Katz Agency's guide to spot rate costs for 1959, which is now in the hands of agency timebuyers, reveals that national spot radio costs changed "only slightly" in 1958 compared with 1957.

Costs for the top 150 markets were up 1.5 percent for "traffic times," down 6.4 percent for nighttime, and about the same as 1957 for other daytime hours.

The Spot Radio Budget Estimator, based on the cost of one-minute announcements in 150 markets, "is designed for figuring quick estimates of spot radio budgets," according to the representative firm. The guide does not, however, take the place of individual station rate cards for specific rates.

Costs are shown by markets, based on the use of one station in each market. "The markets are ranked," the firm explains, "in order of the largest daytime weekly circulation in each based on NCS #2 as furnished in a special tabulation by the A.C. Nielsen Co.

"Since the rates tabulated for each market are those of the station with the largest daytime weekly circulation, they tend to reflect, in most cases, the highest cost station."

The summary shows for each of the 150 markets the cost-per-announcement, based on a weekday schedule, of 12 one-minute announcements per week for 13 weeks in each of three time periods:

- *Early Morning—Late Afternoon,* which refers to 7 a.m. to 9 a.m. and 4 p.m. to 6 p.m. Where the rates for the two periods differed, they were averaged.
- *Daytime,* which refers to the rate in effect for the most hours between 9 a.m. and 4 p.m.
- *Evening,* which refers to the rate in effect for the most hours between 6 and 11 p.m.

In addition to the summary, Katz supplies a formula (below) for estimating the cost of schedules of 24 announcements per week, and for more than 13 weeks.

The formula is derived from tabulation of the rates of the top 50 market stations. • • •

SPOT RADIO ESTIMATING FORMULA

Based on One-Minute Announcement Rates
100% = One-Time Daytime Rate

	COST PER ANNOUNCEMENT		
	Daytime	Early Morning—Late Afternoon	Evening
One-Time Rate	100%	111%	92%
12 anncts. per week			
13 weeks	75%	88%	66%
26 weeks	71	83	62
39 weeks	70	82	62
52 weeks	69	80	60
24 anncts. per week			
13 weeks	64%	78%	56%
26 weeks	62	75	54
39 weeks	62	75	54
52 weeks	61	73	53

The rates used in this summary and formula are those published in the November 1958 *SRDS Spot Radio Rates and Data.*



Of all Detroit radio stations CKLW is the only one to show a significant gain in either of the above high listening time segments shown. All others have shown a loss or barely hold their own, which is positive proof of the popularity these two disc artists enjoy in this dynamic market. Certainly the most logical spot to place any client's message to get RESULTS!

50'000 WATTS

CKLW

radio

GUARDIAN BLDG., DETROIT

J. E. Compeau, *Pres.*
Robert E. Eastman & Co., Inc., *National Representative*



"Sunny" Knows

"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programed for service . . . and for sales, and has been making friends in Florida for 31 years.

24-hour service to the Suncoast

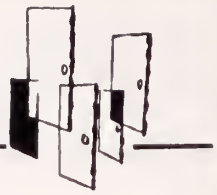
WSUN 620 KC

Tampa St. Petersburg

National Rep:
VENARD, RINTOUL & McCONNELL
Southeastern Rep:
JAMES S. AYRES

*NCS 2

report from agencies



How Saturation Radio Can Mean Increased Sales For Competitive Coffee Line

What is saturation radio? How can it be used most effectively?

Joseph Scheideler, executive vice president of Bryan Houston Inc., answers these questions from an agency background of knowledge acquired in conducting Nescafe's series of saturation campaigns during the past five years. (See *Nescafe Uses Radio to Ease "Instant" Market Pressures,* October 1958.)

Mr. Scheideler, who discussed saturation radio for 1959 in a recent speech before the Radio-Television Executives Society, gives this definition of the subject:

"Saturation radio schedules are measured by the number of stations per market that are required, with adequate frequency, to penetrate the total radio audience over a short period of time. The radio weight depends on the product type, frequency of use or of purchase, and competitive advertising and marketing factors."

Five years ago, he explains, saturation radio could mean 20 announcements weekly on one station. Today, it is likely to require 100 or more announcements weekly, perhaps for shorter runs but over markedly increased numbers of stations.

Giving Nescafe as an example of a product whose sales have been materially boosted by the development of saturation radio techniques, Mr. Scheideler says the company's initial use of 100 announcements weekly on WLW Cincinnati in 1954 "reversed a declining sales curve in what was then a trouble market." The campaign required between $3,000 and $4,000 a week for several months in radio; all other advertising efforts remained constant.

Now in its sixth year of utilizing saturation radio for its client, Bryan Houston is paying heed to four specific questions which confronted media research and copy people in planning 1959 radio buys. The questions, and the agency's answers, include:

Q. *When does saturation radio reach a point of diminishing returns and at the same time decrease its built-in efficiency?*

A. A *probability* curve developed by the agency in cooperation with the John Blair Co. indicates that the audience growth curve begins to level off at 120 announcements per week, but may continue to pick up appreciably through 180 per week. Saturation also becomes economically impractical at a point between 120 and 180, according to the agency's findings. Optimum frequency can vary from station to station and from one season to the next, Mr. Scheideler further explains.

Q. *How long does the audience remember radio announcements after a saturation campaign has gone off the air?*

A. The agency tried a pattern of buying—two weeks on and two weeks off—and found that listeners thought the campaign was continuous. Nescafe's curve continued upward throughout the interrupted schedule.

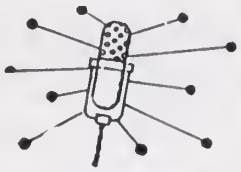
Q. *Does use of saturation radio trim down the life span of a commercial, and when does audience boredom or irritation set in?*

A. "We think a good commercial probably keeps gaining by repetition and increasing the penetration of individual copy points," says Mr. Scheideler. "There are ways of keeping commercials fresh by playing variations on a basic theme, he adds, using music, interesting voices and other techniques.

Q. *How can you keep the frequency up and the client's budget down?*

A. Going into a market with short and spaced flurries of saturation schedules rather than 13- or 26-week campaigns is one way, according to Bryan Houston. Saturation radio should be budgeted within an over-all product budget, the same as money is reserved for any media campaign, the agency believes. • • •

report from networks



► ABC:

ABC Radio closed out 1958 with a 23 percent gain in sponsored time over 1957, according to Edward J. DeGray, vice president in charge, and "will begin 1959 with the brightest prospects in the past five years.

"New advertisers signed in recent weeks and many renewals lead me to believe that ABC Radio will follow the general upward trend," says Mr. DeGray. In his report for 1958, he lists three items as ABC's strong points going into 1959:

- News, "our greatest forte in recent months, will achieve greater importance."
- Stereophonic broadcasting, "launched this past fall by ABC, offers new horizons for radio networks."
- Strong affiliate line-up, "brought about by the realization of stations that one way to achieve balanced programming is through network affiliation."

The Parker Pen Co., in "one of the largest purchases of time for Don McNeill's *Breakfast Club* in the past two years," has signed to sponsor two segments daily, Monday through Friday, starting March 16, ABC has announced.

In addition, 10 other advertisers purchased segments of *Breakfast Club* as January recorded "the largest number of sales in recent network history," Mr. DeGray says.

KOME Tulsa has joined ABC as an affiliate.

► NBC:

In a compilation of new and renewed business since November 1, 1958, NBC has announced that more than $7,240,000 in net revenue has been signed. This includes $4 million in net revenue from mid-December to mid-January.

NBC breaks down its 52-week orders in the following way: Brown & Williamson Tobacco Corp., $1,050,000; Lewis-Howe Co., $1,050,000; Bristol-Myers Co., $404,600; Sun Oil Co., $118,652; North American Van Lines Inc., $125,000; American Motors Corp., $577,000; R. J. Reynolds Tobacco Co., $352,627; Allis-Chalmers Manufacturing Co., $295,776, and Waverly Fabrics, $141,830. A 39-week order placed by Ex-Lax Inc. amounted to $508,000.

Matthew J. Culligan, executive vice president in charge of NBC Radio, credits what he calls "NBC's well-established programming patterns" during the day, evening and weekends for attracting "the giants of industry and small companies with limited budgets." NBC now claims to have "nearly half of all network radio sponsored hours."

NBC has added two more outlets. They are WKNE Keene, N. H., and WDSM Superior, Wisc.

► CBS:

In 45 days following announcement of its Program Consolidation Plan, CBS contracted for $4,736,000 in new and renewed business, according to John Karol, vice president in charge of CBS Radio network sales.

Mr. Karol declares that "a large group of leading advertisers reaffirmed, in a most realistic manner through these buys, their faith in network radio" and in CBS since PCP. (See *How CBS Stations are Adjusting to PCP*, p. 49.)

Among the advertisers are Lever Brothers Co., Sterling Drug Inc., California Packing Corp., Ex-Lax Inc., Mutual of Omaha, Bristol-Myers Co., Lewis-Howe Co., Stewart-Warner Corp., General Electric, Fram Corp., Standard Packaging Corp. and Q-Tips Sales Corp.

► MBS:

Mutual has initiated a regional news feeding service to its 453 affiliated stations designed to make their own locally originated and locally sponsored news programs more comprehensive, MBS News Vice President Robert F. Hurleigh has announced.

Eight regional news desks set up in New York and Washington, D. C., are feeding news to MBS outlets twice daily via closed-circuits. "All of the material," Mr. Hurleigh reports, "is completely devoid of network identification. This is so that the station can announce that the material was specially obtained for it as a station service to its area."

On the business side, Executive Vice President Blair Walliser has announced that Tangee beauty products has joined The Bon Ami Co. as co-sponsor of *The Walter Winchell Show*. Tangee is a brand name of the George E. Luft Co., New York. Two new advertisers signed recently are Standard Brands Inc. for Instant Chase & Sanborn Coffee and *Popular Science*.

New Mutual affiliates are WJQS Jackson, Miss., and WEW St. Louis. • • •

WKYW STARTS CCA #2

In a letter to Mr. Boyd Lawlor, Mid West Sales Manager of Community Club Services, Inc., Mr. F. Eugene Sandford of Radio Station WKYW, Louisville, Kentucky, stated: "We have finally completed our tabulations of our last Community Club Awards Campaign. The grand total bonus value, as indicated on our weekly tally sheets, was $23,337,548. The actual dollar value of proofs-of-purchase from sponsors tabulated from our weekly tally sheets totalled $1,577,357. We are planning the kick-off party for our new Campaign on January 15th and are sure that we shall have as much success as we did with the first one. In fact, all indications point to an even bigger Campaign than our first."



F. Eugene Sandford

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE
527 Madison Ave.
New York 22. N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

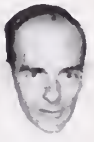
WDBJ RADIO NEWS STAFF NOW IN ITS 13th YEAR!



HARRY KEVIAN
News Editor



FORREST M. LANDON
Radio News Director



ART GLOVER
News Editor

Authoritative news every hour of the day and night, broadcast by full-time professional newsmen, is another reason why WDBJ is preferred by its loyal audience.

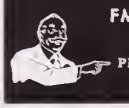
WDBJ'S New Special Events Mobile Studio



For availabilities, Call Peters, Griffin, Woodward, Inc.

WDBJ CBS RADIO Roanoke, Virginia

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts



PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



WeeReBel
STATIONS . . . a steady listening habit . . . at home . . . on the go

WRBL 30 Years
WRBL-FM 12 Years

THE QUALITY TONE OF THE
TWIN STATIONS
DELIVERS
MAXIMUM AUDIENCE
in the
COLUMBUS, GA. MARKET

WRBL

AM - FM
1420 - 93.3

COLUMBUS, GA.

NATIONAL REPRESENTATIVES
Geo. P. Hollingbery Co.
NEW YORK - CHICAGO - ATLANTA
DETROIT - SEATTLE
LOS ANGELES - SAN FRANCISCO

report on FM

Research and Sales Efforts Bring Results for Fm, Says Concert Network's Wynn

"Go out and preach the gospel of fm," Lawrence W. Wynn, general manager of Concert Network Inc., New York, urges fm salesmen, "and you are bound to get results.

"Our biggest breakthrough," says Mr. Wynn, "was the recently announced purchase by P. Ballantine & Sons of a saturation spot schedule for its ale over our four stations—WNCN New York, WBCN Boston, WHCN Hartford and WXCN Providence." The contract calls for forty 20-second announcements per week over each station. William Esty Co. is the agency.

"We have been working on this and other accounts for more than seven months," he reveals, "visiting research directors at one advertising agency after the other, and this is a big indication to us that fm is now ready to serve national and regional advertisers. We hope the Ballantine contract will be a spur to the rest of the industry to continue the effort to get national business."

Mr. Wynn agrees with most other fm operators when he admits that the lack of suitable audience measurement figures—both qaulitative and quantitative—is holding up the progress of fm as an ad medium.

"In our effort to prove that there is a large and extremely interested segment of the population listening to fm," he reports, "we scheduled a periodic spot over WNCN asking listeners to write in their opinion of the station's programming.

"The announcements ran for just one week, and we received well over 5,000 pieces of mail. What surprised us is that they came from so many places; to be exact, an 80-mile radius around New York City, including towns and cities in New Jersey, Connecticut and Pennsylvania."

Mr. Wynn declares that not only did the amount of mail surprise him, but the type of letters he received. "People wrote long letters about their loyalty to fm. When I go to agencies now, I take along satchels with the 5,000 letters and cards in them and let the agency people reach in and choose at random."

Fm operators must continue with their "education and missionary job," says Mr. Wynn, whose firm indicates its own faith in the medium with the disclosure that Concert Network "fully expects to add stations in Philadelphia, Baltimore and Washington before the year is out."

Stereo Growth

Reports of additional growth of stereophonic broadcasting continue to come in. KPAM and KPFM Portland, Ore., for example, have added an hour of stereo on Saturday afternoons for "family listening." The outlets now program 12 hours a week stereophonically.

Jazz, Voices and Strings, the first stereophonic program of WRCA-AM-FM New York, is utilizing specially prepared sound effects and pre-recorded songs by host Bob Haymes to heighten the stereo effect. The station also reports it has suggested that sponsors record commercial transcriptions in stereophonic sound.

Also in New York, Zenith Radio Corp. has begun sponsorship of daytime stereophonic broadcasts to enable its more than 1,200 dealers in that area to demonstrate the sound reception in their stores. Sponsorship of WQXR-AM-FM's *Midday Symphony* on Wednesdays and Saturdays at 1:05 to 2 p.m. is heard at a peak traffic time for radio retailers and for Zenith's own Fifth Avenue display salon, the station says.

Fm Factory Production

Fm factory production for November totaled 68,161 sets, according to Electronics Industries Association—up 8,575 over September. Total reported set production for 1958 to that date stands at 303,808. • • •

report from Canada

MacKay Credits Selling and Services of Representatives For 15 Percent Spot Increase

"In the final analysis, there is no substitute for selling," says J. Stuart MacKay, newly appointed vice president and managing director of All-Canada Radio & Television Ltd. "The numerous services that Canadian representative firms perform are all keyed to selling."

While dollar figures for Canadian spot radio are not generally available, Mr. MacKay estimates that the total finished approximately 15 percent ahead of last year, and predicts that the medium's sales figures will be another 10 to 15 percent higher when the 1959 figures are in. "So far," he says, "there is nothing on the immediate horizon that would contradict this thinking."

Mr. MacKay, who had been general manager of All-Canada for the past five years, reports that representatives north of the border are "constantly striving to develop new and better ways of selling and servicing—all of which add to the improving spot radio picture in Canada" (see *Accent on Spot*, p. 23).

The increase is due in large measure, he suggests, to the constant efforts of representative firms to promote the spot radio medium. To illustrate, he notes the services of All-Canada to advertisers, agencies and stations.

"Apart from the work of our major department—time sales—there are several other important services we perform. Our Broadcast Services Division, which came into being about two years ago, provides research and a creative approach to day-to-day selling on behalf of not only our salesmen, but also advertising agencies and their clients.

"Recently," he continues, "the broadcast division has taken on a new duty, that of supervising many of our stations regarding their publication advertising, designing of brochures and even letterheads.

"We find also that most of our stations have long been aware of the importance of marketing, and this division is now showing them how to get best results with this vital activity."

Confidential Tapes

Mr. MacKay also reports a phase of All-Canada's activity which he believes to be unique. This is the "confidential taping" of comment from agencies and clients in connection with the problems that representatives and stations are facing. Such questions as "How far should a station go in promotion and merchandising?" and "What is the outlook of broadcast advertising in 1959?" are discussed.

"Because participants realize that the tapes will not be broadcast on the air," says Mr. MacKay, "some straight talk and off-the-cuff opinion has been recorded, proving to be of great value and interest not only to our firm but to each station we represent.

"Once the master tape has been cut, we duplicate tapes—one for each of our stations. They are used at regular sales and management meetings. The response has been terrific," he declares, "and most of the questions are now being submitted by the stations themselves."

Another service of All-Canada is a regular weekly report that gives stations a first-hand check of Canadian time buys, whether the stations are on the agencies' lists or not.

"Representation, like broadcasting, covers a multitude of levels of activity," Mr. MacKay states, "and in today's specialized advertising and marketing set-up the agency is not the only area in which advertising is sold. Successful selling begins in the client's office and covers every link in the chain of media buying from top executives to field representatives." • • •

U. S. RADIO

Looks forward to seeing you at the

NAB CONVENTION at CHICAGO

MARCH 15-18

We'll be there, of course . . . Come on up to the room, our staff sure would like to meet all of you. And if you can't make the convention, remember — RADIO will have top coverage. Be sure to see our Convention Issue . . . it'll be loaded with full convention data about RADIO . . . in addition to all our regular features.*

*Closing date for Convention Issue advertising space is Feb. 20.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- **COLUMBIA**
- **JEFFERSON CITY**
- **MEXICO**
- **FULTON**

No "Simple Formula" Music & News format here at KFAL RADIO . . .

As always—KFAL offers a diversity of excellent, well-chosen, and carefully produced programs keyed to the desires of Central Missourians in entertainment, information and public affairs. No one type of programming overbalances other choices, and the result is a sparkling variety which encourages many listeners to volunteer a "Well Done" . . Give us more of the same"

This makes the *best of company* for your advertising schedules in a market exposure of over 225 thousand Radio Homes (KFAL Half Millivolt Coverage).

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts



My Mommy Listens to KFWB

Your clients' sales messages are delivered to more mommies, more daddies, more everybodies . . . when you buy KFWB . . . first in Los Angeles.

Check Pulse and Hooper-(November-December 1958).

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

radio research

Pitfalls Seen in Measuring Audience By 'Head Count' Alone

Dependence on only one type of audience measurement is a major factor in the decline in number of newspapers alive today. This is the belief of Dr. Sydney Roslow, director of The Pulse Inc., who warns that the same type of "head counting" would be "the surest way for broadcasting to commit suicide."

Dr. Roslow, in a talk before the Advertising Club at Washington, D.C., has taken to task those persons in the industry pressing for a single set of broadcast measurement figures. He charges that "head counting kills competition because it ignores all other facts about the *quality* of the audience.

"And just *one* industry-supported method of research," he adds, "invariably becomes nothing but head counting."

Granting that population shifts and rising costs have hurt many newspapers, Dr. Roslow declares that the "one great difference" in factors causing the growth of broadcasting and the decline of newspapers "is the differing approach to research of the two media."

National income, he points out, is up about 50 percent from 1950 to 1957, with population rising 13 percent. In this same period, he says, daily newspapers are down one percent in number and am-tv stations are up 60 percent.

The significant factor, in his opinion, is that "the number of stations has increased and the competition for the same advertising dollar—on the local as well as on the national level—has also increased."

In newspaper measurement, Dr. Roslow says, "you are either first or a poor second and in trouble. In radio and tv, even the last station in a market has an audience and does a job for its advertisers.

"Every station can find time periods when it is first with some segment of the audience and can show that its audience is a valuable buy to some advertisers.

"This ability to use research for more than just head counting has helped make radio and tv the valuable advertising media they are to the new as well as the established product and to the local as well as the national advertiser."

If radio and tv time were sold on the basis of numbers alone, Dr. Roslow says, the smaller stations "would soon be out of business." Should broadcasting return to the days of one industry-supported research organization, such as the Cooperative Analysis of Broadcasting of the early 1930's, he declares, "then I am afraid it will begin to repeat the newspaper history."

Out-of-Home High

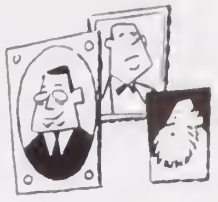
Pulse has come out with figures showing that out-of-home listening hit a new high during the summer of 1958 in terms of both "the level of listening and the importance of this segment of the audience in the over-all broadcast picture."

Pulse figures indicate that during the past summer out-of-home listening added 28.3 percent to the in-home audience compared with 25.7 percent a year ago (which represented a new high at that time). The importance of this segment in the over-all radio picture is further underlined by a comparison with the summer of 1951 when out-of-home listening added only 17.3 percent to the in-home totals, according to Pulse.

Between 6 a.m. and midnight in the 27 major markets measured, an average of 4.9 percent of all radio families per quarter hour reported listening in automobiles, at work or in other away-from-home places compared with 4.5 percent a year ago.

"If these results are projected nationally," Dr. Roslow points out, "the out-of-home audience during the past summer added an average of 2,384,800 families to the listening audience during the average quarter hour of the day." The 27 markets surveyed by Pulse contain 18,674,500 radio families—38.4 percent of the U.S. total. • • •

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

JOHN PEACE, chairman of the operations committee at William Esty Co., New York, elected first vice president.

E. A. GUMPERT, formerly with Colgate-Palmolive Co., has joined Geyer, Morey, Madden & Ballard Inc., as vice president and chairman of the marketing plans committee, New York. Also ARTHUR L. TERRY, director of the media department at Kudner Agency Inc., Detroit, named to a similar post at GMM&B in that city.

THOMAS C. DILLON, manager of BBDO's Los Angeles office, named treasurer, head of marketing-research-media and a member of the agency's executive committee. Also, CLAYTON HUFF, assistant treasurer of BBDO, elected a vice president.

CARVEL NELSON, manager of the Portland, Ore., office of Compton Advertising Inc., elected a vice president.

DANIEL J. DUFFIN promoted from public relations director at EWR&R, Philadelphia, to vice president in charge of client public relations for the agency's eastern division.

ELSWORTH L. TIMBERMAN, New York account executive, and ANDREW J. SHEPARD, Detroit account executive, named vice presidents of Kenyon & Eckhardt Inc. Also, LAWRENCE C. PUCHTA, former senior account executive at McCann-Erickson, named to a like position at K&E.

GEORGE BARRETT, formerly with Calkins & Holden Inc., appointed production manager for Norman, Craig & Kummel Inc., New York.

STATIONS

HUGH M. O'NEILL, president of Anchor Motor Freight Inc. and Searles Lake Chemical Co., elected chairman of the board of Cleveland Broadcasting Inc., owners of WERE.

WILLIAM B. CASKEY, executive vice president of WPEN-AM-FM, elected to the board of directors of Sun Ray Drug Co., parent company of WPEN.

WILLIAM B. QUARTON elected executive vice president and a member of the board of directors of American Broadcasting Stations Inc.

WILLIAM H. GRUMBLES, former manager of WHBQ-AM-TV Memphis, named vice president of RKO Teleradio Pictures Inc. to handle special assignments for its owned and operated stations.

EDD ROUTT promoted from manger to vice president and general manager of KNOE Monroe, La.

LLOYD B. TAFT, former executive vice president of the Cincinnati *Times-Star,* named general manager of WBRC Birmingham, Ala.

WILLIAM L. JONES Jr. promoted from general sales manager to general manager of KWK St. Louis.

WILLIAM E. McCLENAHAN, former general sales manager of WKOW-AM-TV Madison, Wisc., appointed executive vice president and general manager of WQUB Galesburg, Ill.

MORT SILVERMAN, previously general manager of WJMR-AM-TV New Orleans, named general manager of WJBO and WBRL-FM Baton Rouge, La.

RALPH RADETSKY promoted from assistant general manager to station manager of KOA-AM-TV Denver.

RICHARD W. EVANS promoted from commercial manager to station manager of KCMO Kansas City, Mo.

CALVIN W. ADAMS, formerly commercial manager at KELP El Paso, Tex., appointed manager of KWYK Farmington, N. M.

CLIFTON KIRK appointed manager of KFSD-FM San Diego.

REPRESENTATIVES

EDWARD E. VOYNOW, former executive vice president, named president of Edward Petry & Co. succeeding EDWARD PETRY, named board chairman. Also, ERNEST LEE JAHNCKE Jr. named vice president and assistant to the board chairman and Miss BETTY DOYLE secretary-treasurer.

ROBERT W. JENSEN, formerly account executive with WGST Atlanta, named manager of the southern sales division of Forjoe & Co., with headquarters in Atlanta.

JAMES A. BROWN Jr., former assistant media director at Grant Advertising Inc., Detroit, appointed manager of the Detroit office of Venard, Rintoul & McConnell Inc.

JOHN T. BRAY, formerly a timebuyer with Cunningham & Walsh Inc., New York, named to the New York sales staff of Robert E. Eastman & Co. Also, AL CARRELL, formerly vice president and account executive at Sanders Advertising Agency, Dallas, named to supervise the newly opened Dallas office.

JAMES P. SMITH promoted from radio salesman to assistant to the executive vice president of Adam Young Inc.

BOB LEFKO, formerly local sales manager of WTAP-TV Parkersburg, W. Va., has joined Rambeau, Vance, Hopple Inc., New York, as an account executive.

NETWORKS

ALBERT L. CAPSTAFF, director of *Monitor* and special programs for NBC Radio, appointed director of NBC Radio network programs.

JAMES A. STABILE, director of talent and program contract administration for NBC, promoted and given full responsibility for the operation of this department.

INDUSTRY-WIDE

MARGARET K. MacCOLL, formerly with N. W. Ayer & Son, New York, and FRAN RILEY, formerly with Ted Bates & Co., New York, and previously manager of information for NAB, have formed MacColl-Riley Associates, a New York public relations firm.



Jones



Smith



Peace



Taft



Caskey



Brown



Bray



Gumpert

EDITORIAL



. . . setting sights on '59

THE SPOT CHALLENGE

Discounting an earlier report on the outcome of spot radio for 1958, Lawrence Webb, managing director of Station Representatives Association, estimates that 1958 gross spot sales will reach $178 million. This is an increase of about five percent over $169,511,000 in 1957 (see *Accent on Spot,* p. 23).

While noting these advances, Mr. Webb adds a word of caution: "While we feel sure that the final figures for (1958) will run slightly ahead of 1957, when national spot set an all-time high, the sales curve took a turn downward during the last six months of 1958, and left us out in left field with our predictions of another tremendous increase in spot radio sales."

WHAT WILL BE DONE

The situation in the spot radio field, as outlined by Mr. Webb, has been interpreted by representatives as a challenge. They have set their sights on a "big" year in 1959 and are ready to spend time, effort and money to prove their point that spot is one of the most efficient and effective advertising vehicles.

As outlined to us by many leading representative firms, there are chiefly six areas of activity that will receive a great deal of attention in 1959 by spot salesmen:

Developing a spot radio image; marketing and sales development; station program counseling; research (especially qualitative); advertising and promotion, and rate cards.

These activities are not listed in order of importance. On the contrary, Mr. Webb and many representatives feel that the rate card "dilemma" is a major hole in the spot dike.

These representatives urge the adoption of a single-rate structure by stations interested in attracting national spot business.

"It is a known fact," states Mr. Webb, "that quite a number of national spot advertisers do not buy spot radio advertising at the national level because they have learned that there are a number of doors open for them at the local level that enable them to buy radio time at so-called 'local rates.'"

The over-all blueprints planned by spot forces for 1959 are wisely conceived. If they are translated into action, spot will come home a winner in the coming months.

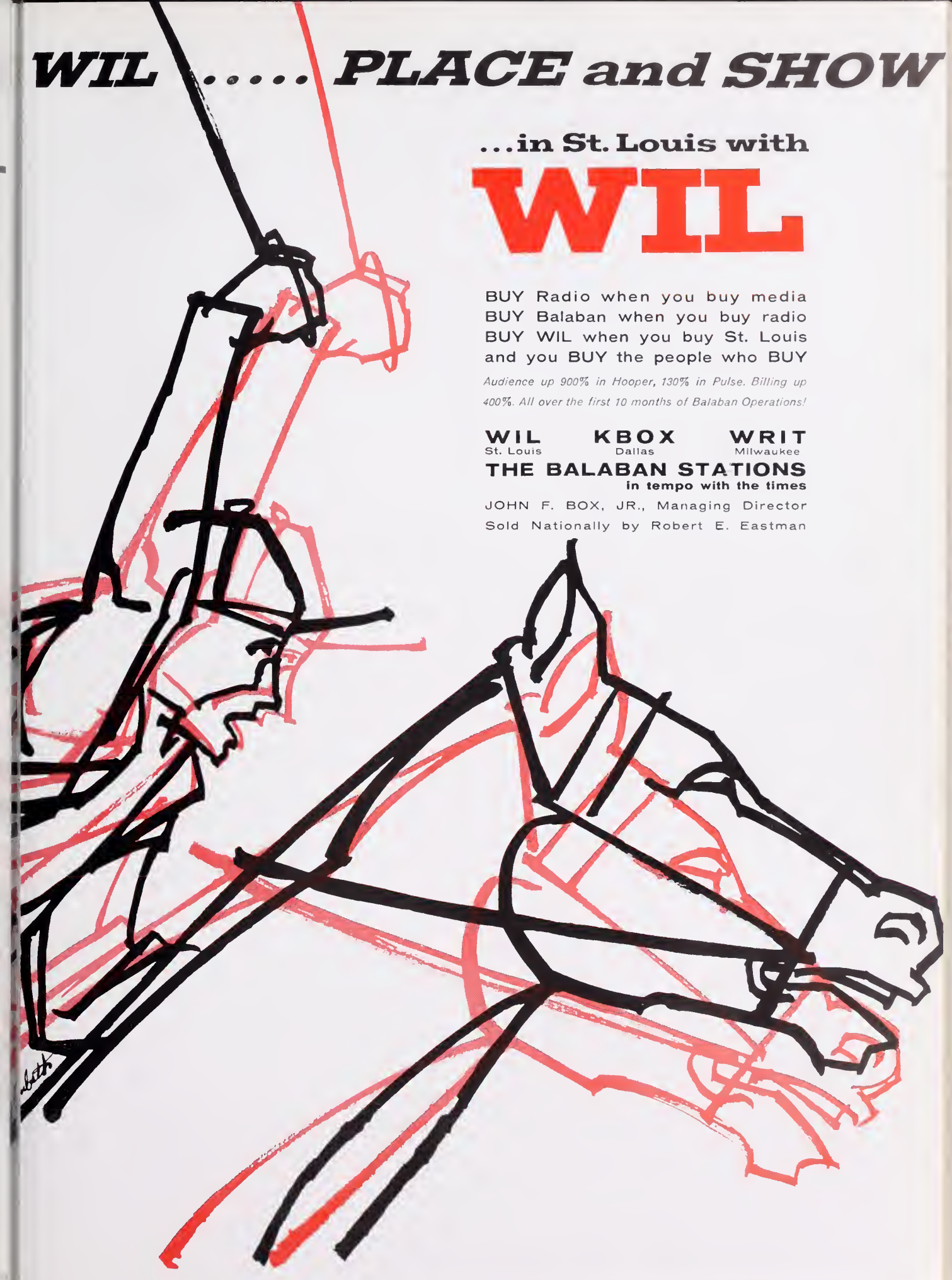
STREAMLINED CONVENTION

Next month, a large segment of the radio business will attend the new streamlined National Association of Broadcasters' convention (March 15 through 18). It is streamlined because it has been cut down by a full day and because business sessions will be limited to owners and managers (see *How '59 Convention Will Differ,* p. 38).

Some quarters of the industry hail this move because it will make the annual gathering shorter (but supposedly with just as much to do) and more businesslike. Others feel that the new version will strip the meeting of "color and excitement" which are necessary ingredients of any annual convention.

The final test of the pudding is in the tasting. It will be best to reserve judgment until March 19.

WIL ..... PLACE and SHOW



...in St. Louis with

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

Audience up 900% in Hooper, 130% in Pulse. Billing up 400%. All over the first 10 months of Balaban Operations!

WIL St. Louis **KBOX** Dallas **WRIT** Milwaukee

THE BALABAN STATIONS
in tempo with the times

JOHN F. BOX, JR., Managing Director
Sold Nationally by Robert E. Eastman



ONE SPOT ONE TIME!

2,170 REPLIES!

That's the capsule case history of WJBK Radio's Tom Clay and his recent watch offer test on his "Jack the Bellboy Show." Tom offered his nighttime audience five watches to the first five listeners who correctly timed down to the exact second the new recording of "How Time Flies." This offer was made only **once**, and from that one announcement came 2,170 replies! This test is proof that Detroit **is listening**—and responding—to WJBK Radio and that it is solid number ONE across the board at night. It is also another illustration that Storer Radio sells with the **impact of integrity.**
Represented by the KATZ AGENCY, INC.

"Famous on the local scene"

WJBK

THE MODERN SOUND OF RADIO IN DETROIT

Storer Radio

STORER BROADCASTING COMPANY

WJBK Detroit · **WJW** Cleveland · **WSPD** Toledo · **WIBG** Philadelphia · **WAGA** Atlanta · **WWVA** Wheeling · **WGBS** Miami

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 3—NO. 3

MARCH 1959

35 CENTS

TO BUY
y Timebuyers
uying Practices
page 23

ED FRUIT CO.
ita Banana Tabs
llion for Radio
page 26

ARCH EVOLUTION
es Taking Place
viding Data
page 30

S PUSH
National Effort
Up Steam
page 38

RADIO 1959 NAB CONVENTION

ention Supplement
Highlights, Agenda
ention History
itors: Things to Do
page 49

KLIF

tells the amazing Dallas story: The big change in Dallas ratings is that KLIF is higher than ever. December-January Hooperating shows 50,000 watt KLIF with an all-day share of 50.2%* —more listeners than all other Dallas radio stations *combined!* KLIF is the top Hooperated station in all of America's top 25 markets; it also utterly dominates every survey — Pulse, Hooper, and Trendex.

*Monday through Saturday, 7 A.M. to 6 P.M.

KLIF
50kw D—1kw N
Texas Triangle Office
2104 Jackson, Dallas, Texas

Under McLendon ownership:
KILT Houston
KTSA San Antonio
KEEL Shreveport
WAKY Louisville
All five represented by JOHN BLAIR & CO

RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

ADEQUATE COVERAGE —Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER —New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

MULTIPLEX ACCESSORIES —Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA —New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

★

For all your FM needs call your nearest RCA Broadcast Representative.

IN CANADA:
RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator

RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY

*Proof of Acceptance**

NOW  WCCO RADIO HAS MORE  LISTENERS  THAN ALL OTHER MINNEAPOLIS-ST. PAUL  STATIONS  COMBINED!

WCCO Radio also delivers . . .

***LOWEST COST PER THOUSAND** . . . Exactly half of the average of all other stations

***MORE ADULTS** . . . WCCO Radio is the solid leader with a 60.1% share of the adult audience. That's 50% more than all other stations combined!

***GREATER METRO AREA DOMINANCE** . . . WCCO Radio shows its overwhelming strength with 399 quarter-hour wins. Four times more than all other stations combined!

WCCO Radio

**MINNEAPOLIS • ST. PAUL*

The Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Nov.-Dec., 1958

**Nothing sells like acceptance...*

"MR. SPORTS"



When it comes to passing the word on sports, Joe Boland, WSBT Sports Director, is o real expert. He brought the excitement of the Colt-Giant "Sudden-Death" game to NBC radio listeners. He's the "voice" of the Chicogo Cardinals. You've heord him onnounce bowl games on CBS-TV, and Notre Dome gomes on ABC radio. He was named "Sportscaster of the Yeor" for 1957 by the famous Rockne Club.

As o national sports authority, Joe has natural appeal to his locol audience. His populor live show "Boland with Sports" hos been heord doily on WSBT, 6:00-6:15 p.m., since 1944. He covers the inside of the nationol sports world; delves into locol sporting events, interviews well known sports personolities ond comments on controversial sports topics.

Joe's progrom is typicol of WSBT broadcosting. Feoturing popular locol personalities and top CBS shows, WSBT dominates radio in South Bend—dominotes every 15-minute segment of every broadcast day!

For details obout WSBT, its $3,317,941,000 E.B.I. market area and avoilabilities on "Boland with Sports" see your Raymer man or write this stotion.

5000 WATTS
960 KC

CBS RADIO

WSBT

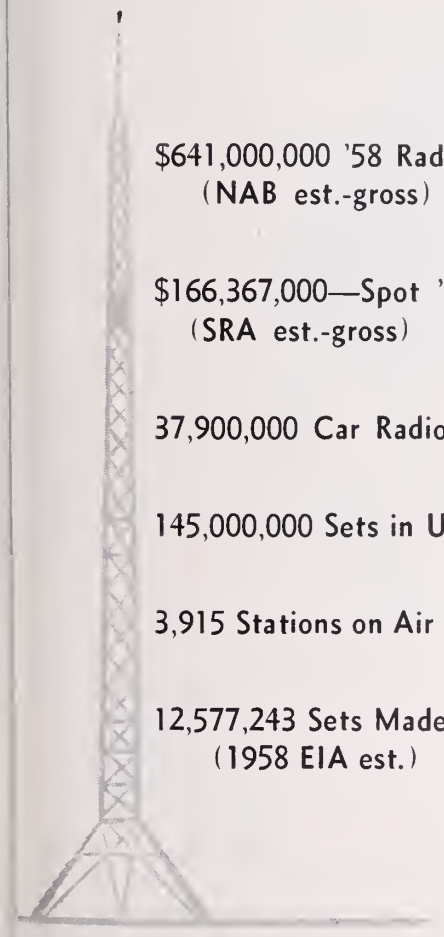
SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVE



Radio's Barometer



$641,000,000 '58 Radio
(NAB est.-gross)

$166,367,000—Spot '58
(SRA est.-gross)

37,900,000 Car Radios

145,000,000 Sets in Use

3,915 Stations on Air

12,577,243 Sets Made
(1958 EIA est.)

Spot: Station Representatives Association's final estimate of gross national spot radio in 1958 is $166,367,000 compared with 1957's official total of $169,511,000. This is a drop of 1.9 percent from 1957's all-time high, which had been 13 percent above 1956. Spot radio time sales for the fourth quarter of 1958, as estimated by SRA, amounted to $41,562,000, a drop of eight percent under the total of $48,452,000 for the same period in 1957. Estimates of spot radio gross sales for the other three quarters, according to SRA, are as follows: First quarter, $41,963,000, an increase of 2.5 percent over 1957's 40,916,000. Second quarter, $41,671,000, an increase of 6.7 percent over 1957's $39,027,000. Third quarter, $38,171,000, a decrease of 7.1 percent under 1957's $41,116,000.

Network: ABC Radio has announced new and renewed business totaling $1.5 million for a two-week period ending in mid-February. NBC, in six weeks of selling in mid-January through February received new orders totaling $726,647, the network reports. (See *Report from Networks*, p. 102.)

Local: A new billing record for the station was established by WCBS New York in a five-day period recently when more than a half-million dollars in business was signed, Sales Manager Tom Swafford reports. He says that under the new PCP plan of CBS Radio, his station may set an all-time high in sales during 1959.

Stations: The number of am and fm stations on the air as of mid-February totals 3,915, an increase of 11 (eight am and three fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,334	581
Applications pending	484	45
Under construction	113	128

Sets: Total radio set production including car radios for December was 1,525,744 (for 1958, 12,577,243); total auto radio production for December was 558,767 (for the year, 3,715,362). Total radio set sales for December excluding car radios were 1,944,838 (for the year, 8,631,344). Transistor sales for December were 5,627,700 with dollar value of $16,595,616 (for the year, 47,050,814, with dollar value of $112,729,427). Fm production for December was 72,306 (since July, when figures were first released, 376,144). Also see *Report on Fm* (p. 103).

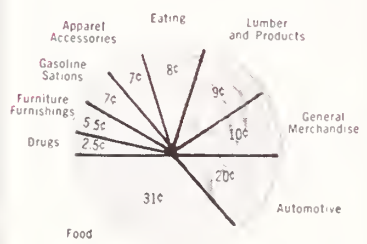
"THE VOICE OF LONG ISLAND"

W

is the only station that delivers the separate, distinct booming Long Island market

6th largest in the U.S. with a mass, quality, adult-buying audience!

HERE'S HOW LONG ISLANDERS SPEND A DOLLAR



10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

for buyers and sellers of radio advertising

U.S. RADIO

MARCH - 1959 VOL. 3 - NO. 3

. . . IN THIS ISSUE . . .

Time to Buy 23
Who Does the Buying and How Is It Handled at Six Top Advertising Agencies?

Buying Radio in Bunches 26
Chiquita Banana Allots $1 Million for United Fruit's Biggest Radio Drive

Radio Research in Evolution 30
What Changes Are Taking Place In Providing Data That Agencies Want

Esso's Radio Pipeline 34
Pioneer Air Sponsor Slates $1.5 Million For *Esso Reporter* and Spots in 1959

Pushing Up National Sales 38
Case Study of Pepsi-Cola Co. Shows How RAB's National Sales Effort Functions

Question and Answers 42
In a New Feature, Two Ad Men Tackle Provocative Queries From Station Side

Convention Supplement 49
- Convention History
- NAB Highlights and Agenda
- Equipment and Exhibits
- Things to Do in Chicago

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	104
BPA Memo	97	Report on Fm	103
Commercial Clinic	95	Report from Networks	102
Editorial	108	Report from RAB	99
Focus on Radio	44	Report from Representatives	100
Hometown U.S.A.	93	Silver Mike	20
Letters to Editor	21	Soundings	7
Names and Faces	106	Station Log	96
Radio Registers	98	Time Buys	10
Radio Research	105	Washington	17
Report from Agencies	101		

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BPA

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Copyright 1959 by Arnold Alpert Publications, Inc.
Accepted as controlled circulation publication at Baltimore, Maryland.

Question:

Why do 100 leading nationally advertised products use the Keystone Broadcasting System?

Answer:

Because Keystone's Hometown and Rural radio stations, locally programmed, provide the most efficient way to cover the valuable C & D markets.

We will be happy to send you the following:

- ☐ **Keystone's complete station list, or**
- ☐ **Details on Keystone's farm market coverage**



write or wire today!

Keystone Broadcasting System, Inc. Dept. US-2
111 West Washington St., Chicago 2, Ill.

- ☐ Please send me copy of up-to-date Farm Market Analysis.
- ☐ Keystone's entire station list.

Name_____

Address _____

City_____ State_____ Zone_____

A good SALESMAN commands respect...

and so does a good STATION!



A really good salesman commands respect for himself, his product, his company. Respect means confidence — *belief* — SALES!

The same is true of radio stations. Some *do* command respect, and this *does* make a difference! People in Iowa have respected WHO for *generations*. They respect the advertising they hear on WHO because they know that WHO sees to it that *everything* we broadcast is dependable, respectable and sound—news, sports, entertainment AND COMMERCIALS.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

You undoubtedly evaluate the stations you select as closely as you do your salesmen. When you want a top-notch radio station in Iowa, ask PGW about WHO Radio—Iowa's greatest!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

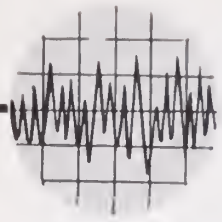
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

soundings



Coca-Cola "Hi-Fi Clubs" Uncap Unique Program for Teenagers

Coca-Cola's imaginative new spin to the disc jockey platter business is inviting the attention of both teenage consumers and radio stations across the country. Format of the recently introduced *Hi-Fi Club* program, outlined by the soft drink company's New York agency (McCann-Erickson) and adapted by local radio personalities sponsored by local bottlers, includes membership for school students, prizes available to members only and audience participation, with an exchange of ideas and taped talent among stations. More than 300 stations, according to Coca-Cola, are now running the program.

Ayer Seeks Answers In Rate-Card Survey . . .

The 22 media men sent out by N. W. Ayer & Son to clarify the single vs multiple rate issue also are asking stations the following questions: (1) Do you give bonus spots? (2) Do you have trade arrangements with retailers? (3) Do you have regional deals for merchandise?

. . . Agencies Suggest Ways To Increase Radio Sales

In addition to developing a "realistic" rate card, agencies suggest radio should "merchandise" itself. D'Arcy asks for (a) package time to include night radio and (b) weekend package rates from 6 p.m. Thursdays through Sunday nights. JWT wants more qualitative information regarding station listeners. (See *Time to Buy*, p. 23.)

Baseball Games Attract A Varied Client Group

MBS's baseball *Game of the Day* broadcasts will be fed to 350 stations this year, with areas within 75 miles of major league cities blacked out. With the exception of Saturday broadcasts, when Quaker State Oil Refining Co. will sponsor the entire network presentation, local stations will line up their own sponsors, from Sunday through Friday, with a nominal co-op fee to MBS. More than 20 categories of advertisers participated in the broadcasts last season, everything from women's clothing to political candidates. For 1959, airings begin March 21 and extend through September 27.

Young Study Claims Strength of "Modern" Radio

Another in the Adam Young Inc. studies, "The Dynamic Change in Radio," attempts to show a further swing by audiences toward "modern" radio stations, not only in the top 25 markets but in smaller ones as well. The presentation outlines what a spot campaign can deliver, says the Young company, in terms of (1) "actual number of homes reached, (2) level of impact an advertiser has in the top 40 markets, and (3) average rating on the best station in each market." Future studies tentatively will try to relate the figures to cost efficiency.

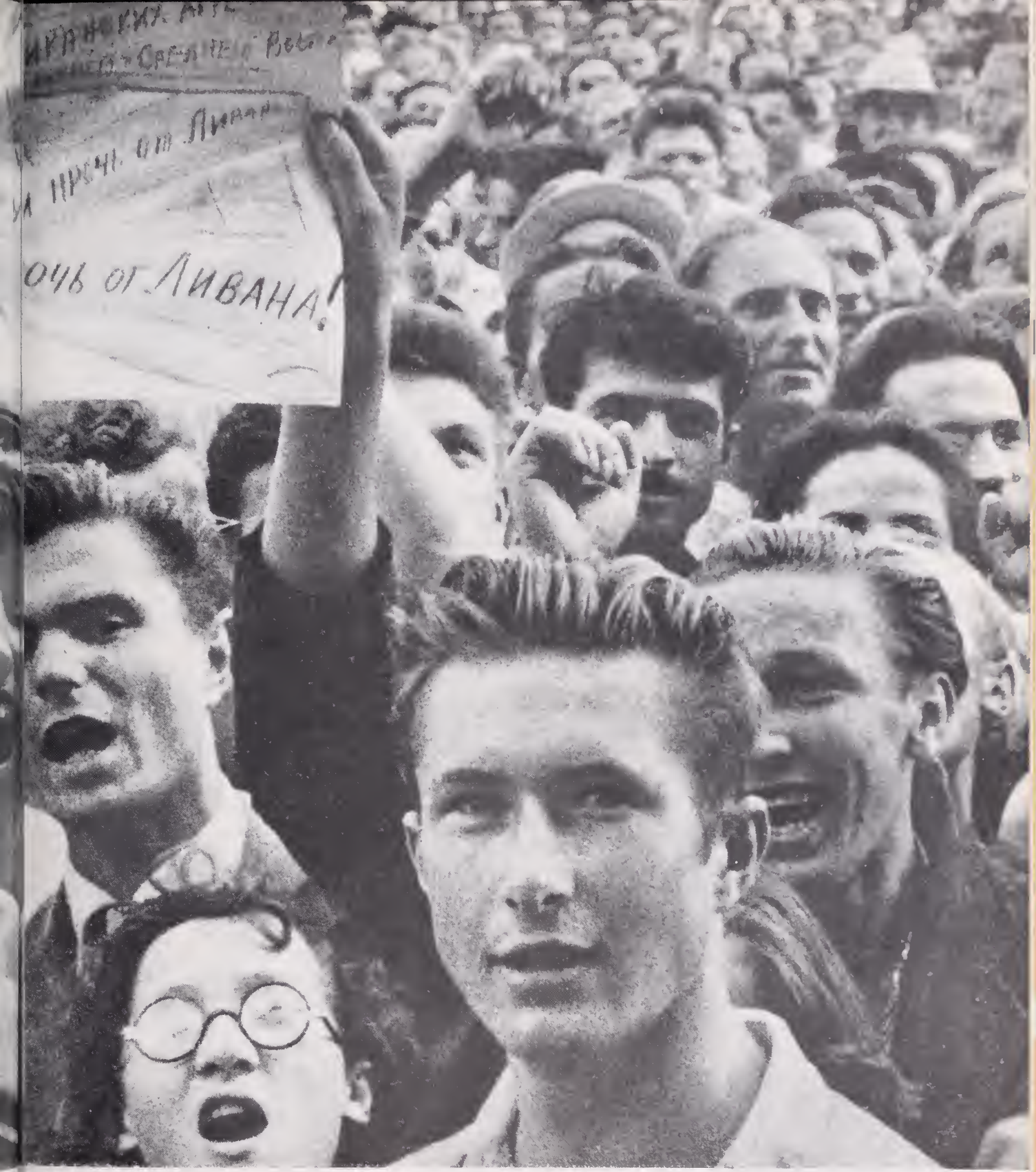
An Fm Revival Seen By Commissioner Lee

An fm revival is in the offing, according to FCC Commissioner Robert E. Lee, and fm gives signs of supplanting its older brother, am, and of being "the future service of radio broadcasting." Mr. Lee, addressing a dinner marking the 30th anniversary of WHDL-AM-FM Olean, N. Y., said that figures available to the FCC indicate future leadership by fm "commercially and as the backup of defense communication."



IMAGE-RUSSIA: A STUDY IN EXCITEMENT

The first of NBC Radio's new "Image" series—IMAGE-RUSSIA—has stirred genu excitement among listeners and critics. *Variety* is impressed by its "vividly reveal word picture of the . . . passion and violence that engulfs present-day Russia . . . it can help but beat an indelible tattoo on the minds of everyone interested in the charac of the Soviet Union." *The New York Times* believes it an "interesting, enlighten . . . colorful and comprehensive . . . praiseworthy project . . ." IMAGE-RUSSIA is latest example of NBC Radio's continuing contribution to provocative, imaginat



work programming. It is further evidence of the industry leadership which duced Monitor, News-on-the-Hour, Hot-Line Service, and Stardust. For these iting program services, NBC Radio has created equally exciting sales plans: ;ineered Circulation, Imagery Transfer, Memory Vision, and the remarkable esvertising Plan that ties local dealers in with national campaigns. These the compelling reasons why more more advertisers are using the

NBC RADIO NETWORK

WPTF
Raleigh-Durham
the Nation's
28th
Radio Market
***has* Greater**
RETAIL SALES
than the 10th Metropolitan Market



28th Radio Market - WPTF
$2,545,732,000
28th Metropolitan Market
$816,675,000
10th Metropolitan Market
$2,503,361,000



WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham
and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngstedt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

American Motors Corp.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*
Product: RAMBLER AND AMBASSADOR

CBS network joins the list on this firm's radio advertising schedule with a 13-week contract now under way. The one-minute announcements, mainly on Rambler but with some on Ambassador, will feature Elmer Blurt, "world's lowest pressure salesman," as well as progress reports on Rambler sales and the luxury-plus-savings features of the Ambassador V-8. American Motors has been using NBC's *Monitor* for the past two and a half years. Betty Powell is timebuyer.

The Borden Co.

Agency: *Doherty, Clifford, Steers & Schenfield Inc., New York*
Product: BORDEN'S INSTANT COFFEE

A 20-week campaign is now in progress in from 25 to 30 markets across the nation "to hit the housewife." The campaign, which began the first of the year, is making use of 60-second announcements in daytime hours over about 100 stations. Bob Widholm, senior timebuyer, and Stu Eckert are handling the buying.

CandyGram Inc.

Agency: *Reach, McClinton & Co., New York*
Product: CANDY-WITH-TELEGRAM SERVICE

Radio is expected to play "a substantial part" in the advertising plans of this new service, which will soon follow up its recent introduction via print with a broadcast campaign. Promotion of the candy-message idea via radio is expected to center naturally around holiday periods and special observances such as Mother's Day.

Cities Service Co.

Agency: *Ellington & Co., New York*
Product: PETROLEUM

A series of four to six-week flights starts in April in the Midwest, and is currently under way in the East. The schedule of announcements will range from 60 to 125 a week in approximately 45 markets; 120 stations will be used to carry the flights timed throughout the spring, summer and fall. Dan Kane, broadcast media director, is handling the buying.

Continental Wax Corp.

Agency: *Product Services Inc., New York*
Product: SIX MONTH FLOOR WAX

Early this month this household product is taking to radio frequency for two weeks as the introduction of a $1.5 million "spring cleaning" advertising campaign. Adding a new dimension to the company's previous sales promotions, at least two stations in each of six major markets will carry approximately 250 announcements per week per station. The 10-second jingles will stress "time to relax when you wax." Doris Gould is senior timebuyer.

Duffy-Mott Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles, New York*
Product: CLAPPS BABY FOOD

About 40 selected markets (chiefly East Coast) will be used in a 10-week radio campaign scheduled to start March 23. Frequency will be light, with one-minute announcements. Steve Suren is timebuyer.

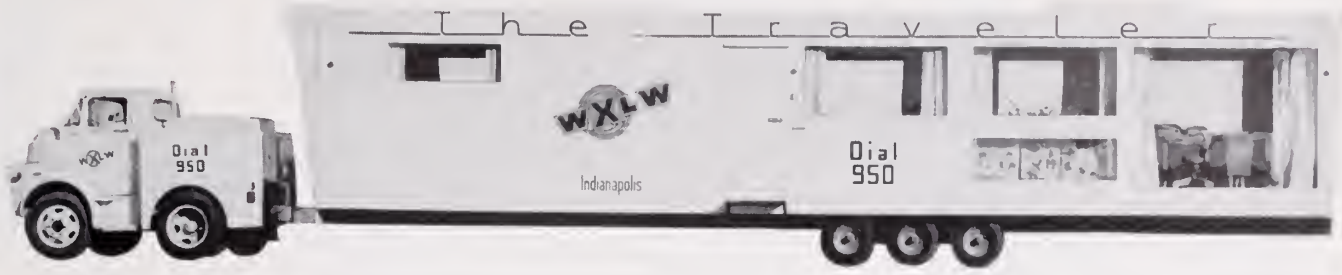
General Cigar Co.

Agency: *Young & Rubicam Inc., New York*
Product: WHITE OWL CIGARS

Blowing smoke rings with sound, this tobacco firm is taking to the air in 20 to 25 major "Owl" markets for six weeks as of March 2, with a

(Cont'd. on p. 12)

A "Good Buy" That Says Hello!



WXLW INDIANAPOLIS

Brings the "personal touch" to your sales message with

RADIO-MOBILITY

Hoosiers throughout the Indianapolis area are getting a warm, *personal* greeting from WXLW's greatest "first"—*The Traveler*—a 60-foot-long complete radio station on wheels! WXLW's *Traveler* brings the impact of RADIO-MOBILITY to its programming and to your announcements, with on-the-spot broadcasting of regular programs, interviews, and special events. Now listeners of the number one radio station in Central Indiana can see and hear their favorite WXLW personalities in action.

Send your sales messages along on these good-will tours, with *the* buy in Indianapolis radio . . . top-rated WXLW.

1st **to feature true hi-fidelity sound.**

1st **to feature live on-the-spot news coverage.**

1st **to offer on-the-air editorials.**

1st **to offer adult programming, and now,**

1st **with RADIO-MOBILITY!**

Enjoy the sales benefits of the personal touch only personal appearances can give . . . pull extra results from the extra effort made by WXLW to capture even more of the Indianapolis audience. Specify the good buy that says hello—WXLW!

950 ON YOUR DIAL

WXLW

RADIO INDIANAPOLIS
5,000 WATTS DAYTIME



The Traveler's completely equipped studio



Interviews are conducted in The Traveler's modern lounge



The Traveler's control room features all the latest magic of advanced technical design

CONTACT YOUR NEAREST JOHN E. PEARSON REPRESENTATIVE

BEST SPOT BUY

IN SAN ANTONIO:

KONO

—now delivering more* audience than the next two stations combined

*See your H-R REPRESENTATIVE or Clarke Brown man

for the new Hooper showing KONO's average share of audience! It's great!

or write direct to

KONO

JACK ROTH, Manager
P. O. Box 2338
San Antonio 6, Texas

(Cont'd. from p. 10)

schedule of announcements ranging from 25 to 100 per week. Minutes and 20's are being used. Tom Viscardi is timebuyer.

Robert Hall Clothes

Agency: *Arkwright Advertising Co., New York*

In a five-week campaign that reaches its climax Easter weekend after a February 23 start, this chain of family clothing stores is utilizing a series of 60-second spot announcements over 180 stations in 130 markets coast-to-coast. After March 30, spot radio will continue on a "levelled-off" basis until June 30. Jim Hackett is timebuyer.

Liggett & Myers

Agency: *McCann-Erickson Inc., New York*

Product: OASIS, CHESTERFIELDS

On the air in some 50 markets, minutes and 20's for these cigarettes will continue in varying flights of 7, 8 and 11 weeks. The schedules, which started February 16, use a frequency of 30 to 40 announcements a week depending on the market. Gini Conway is time-buyer.

Mail Pouch Tobacco Co.

Agency: *Charles W. Hoyt Inc., New York*

Product: KENTUCKY CLUB PIPE TOBACCO

A one-week promotion beginning March 9 on NBC, CBS and Mutual networks sounds the opening gun in the company's annual "Derby Contest" in which the entrant submitting the best name wins a horse. A total of 71 one-minute announcements will be used among the three networks, with schedules in and around news and sports programs. In previous years the contest has attracted up to half a million entries. Doug Humm is timebuyer.

Merck & Co.

Agency: *Charles W. Hoyt Inc., New York*

Product: DICHLORICIDE MOTH PREVENTATIVE

When the temperature climbs into the 70's, this firm will take to the air in four markets—Kansas City, Minneapolis, Portland, Ore., and St. Joseph, Mo.—with a five-week schedule using 24 announcements (minutes and 20's) per week per market. Doug Humm is timebuyer.

National Shoes Inc.

Agency: *Mogul, Lewin, Williams & Saylor Inc., New York*

Starting a new cycle of radio spots on March 9, this shoe manufacturer will broadcast 687 one-minute announcements weekly over 30 stations in 23 markets. The series, part of National's spring advertising campaign, represents the company's biggest radio push to date. Joyce Peters is the timebuyer.

Noxzema Chemical Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Products: HIGH NOON SUNTAN LOTION, NOZAIN FIRST AID CREAM

Warming up for summer sales, this firm is scheduling an eight-week spot campaign for High Noon for July and August in 35 markets. Approximately 10 announcements per week will be used over Great Lakes, Eastern Seaboard, Pacific Coast, Gulf Coast and Florida stations. Nozain, currently scheduled for two 10-week flights in Florida, may travel farther afield later in the season. Bob Anderson is timebuyer.

Q-Tips Inc.

Agency: *Lawrence C. Gumbinner Advertising Agency Inc., New York*

Continuing its pattern of spot and network buying, this company is now into another 13 weeks of both. Spot announcements are being broadcast in the top 25 markets; network time includes five-minute segments of

(Cont'd on p. 14)



taking the word

ACROSS THE WIDE MISSOURI

Time was when river traffic was the only way of getting the word across the Missouri and into the Kansas and Nebraska territories.

Now in the electronic era, KCMO-Radio in Kansas City performs the same service with the speed of light. The same service, we say, because KCMO-Radio brings the exchange of ideas and the exchange of goods and services to homes in parts of four states—all of them touched by the "Mighty Mo."

And add to this KCMO-Radio's award-winning news and outstanding record of public service in the million-population Greater Kansas City market.

In more ways than one, 50,000-watt KCMO-Radio is the most powerful voice in Kansas City.



KCMO-radio / Kansas City, Missouri

Joe Hartenbower, General Manager
R. W. Evans, Station Manager



KANSAS CITY	KCMO	KCMO-TV		The Katz Agency
SYRACUSE	WHEN	WHEN-TV		The Katz Agency
PHOENIX	KPHO	KPHO-TV		The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV	
TULSA	KRMG			John Blair & Co.

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

Variety spices
WFBM programs
pulls
"First All Day"
rating!*

*"Most listened to"...and hottest of any as indicated by recent audience studies!

Top personalities and *best news coverage* . . . local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater *cumulative* audience.

Check WFBM first – where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

to sell the most Hoosiers be sure your product is cooking in the hottest pot!

1260 RADIO
WFBM
INDIANAPOLIS

Represented Nationally by the KATZ Agency

time buys

(Cont'd from p. 12)

CBS' *Art Linkletter's House Party*, with Q-Tips sponsoring portions for 13 weeks that began February 2. Anita Wasserman is timebuyer.

Ralston Purina Corp.

Agency: *Guild, Bascom & Bonfigli, San Francisco*

Products: RY-KRISP, CEREALS

A new spot series from Checkerboard Square goes on the air this month in 13 markets for 18 weeks, with 25 to 45 spots per week in each market. From 40 to 50 stations will be used. A second campaign currently getting under way is using an equal number of stations, spots for 13 weeks. Peg Harris is timebuyer.

Smith Brothers

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton, New York*

Product: SMOKERS' DROPS

A six-week test of radio starting March 9 in the Baltimore and Washington, D. C., area may prelude a wider usage of the medium by this product, depending on the outcome. The test is via three stations, using minutes and ID's. Beryl Seidenberg is timebuyer.

Syntex Chemical Co. Inc.

Agency: *William Barton Marsh Co., Public Relations, New York*

Product: AQUA-IVY

Choosing radio as the antidote to a limited advertising budget, the company will pour approximately $100,000 into a spot campaign in 17 key poison ivy areas to promote its new product (a pill reputed to "immunize" against poison ivy and oak). The drive starts March 16 and runs from six to eight weeks with heavy frequency in such markets as Cleveland, Indianapolis, San Francisco. In addition to spot, the pill will be promoted via limited network buys on ABC's *Breakfast Club*, CBS serials, Mutual's Gabriel Heater newscasts, starting March 9. Anderson & Cairns is placing the campaign for Marsh; Victor Seydel, A&C radio-tv director, is handling the account.

The Texas Co.

Agency: *Cunningham & Walsh, New York*

Product: TEXACO

Starting early in April, the oil company will begin its fair-weather sales drive via a radio campaign in approximately 100 major markets. Using about three stations per market, the firm will concentrate its "moderate saturation" efforts in driving hours, nighttimes and weekends. Bill Santoni is timebuyer.

United States Pharmacal Co.

Agency: *Gresh & Kramer, Philadelphia*

Product: BABYSWEET, SOOTHENE

A budget of $200,000 will be expended in 20 markets for a 13-week schedule of spot radio now getting under way for both products. Outcome of this campaign, the second recent program of market expansion by the company, will determine how a third campaign may be undertaken. The makers of Soothene, an antiseptic styptic cream, and Baby Sweet, a sanitizer, are also currently sponsoring the ABC network *Story Princess* show. Bernard Kramer is handling the account.

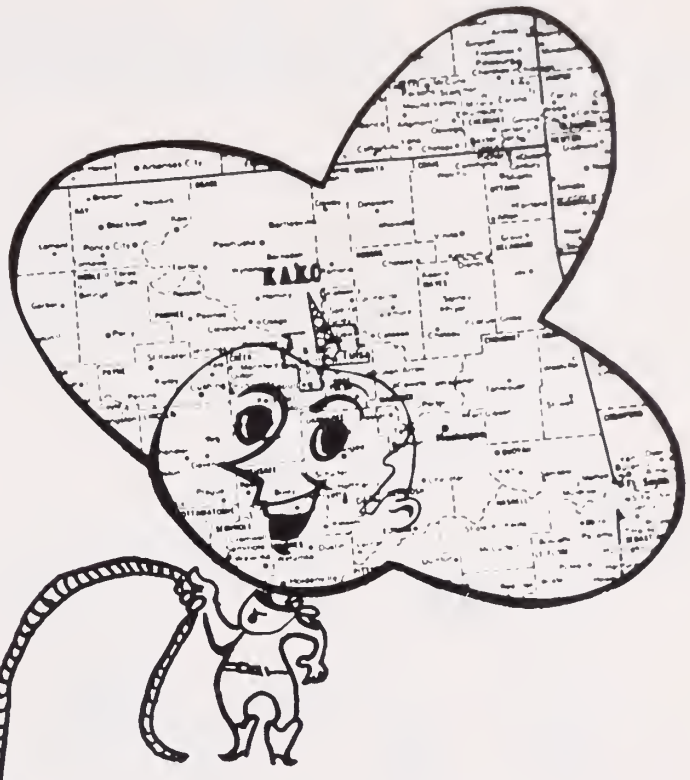
U. S. Steel

Agency: *Batten, Barton, Durstine & Osborn Inc., New York*

Product: SOFT DRINK CANS

Starting May 24, spot radio in seven markets will promote U. S. Steel's "hot weather" campaign for soft drinks in throw-away cans. The audio advertising will utilize a "skip" pattern of varying frequencies in Albuquerque, Boston, Chicago, Houston, Los Angeles, Milwaukee and San Francisco markets during the weeks of May 24 and 31, June 7, 21 and 28, July 5 and 19 and August 2. Timebuyer is Walter Reinecke.

Howdy! I'm K. A. Casey



I represent Tulsa's top-rated radio station* together with my new podner....

ADAM YOUNG INC.

*#1 in HOOPER
#1 in PULSE
CONSISTENTLY

YOUR ADAM YOUNG MAN HAS ALL THE FACTS ON



NEW YORK
3 East 54th St.
New York 22, N. Y.
PL 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
MAin 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

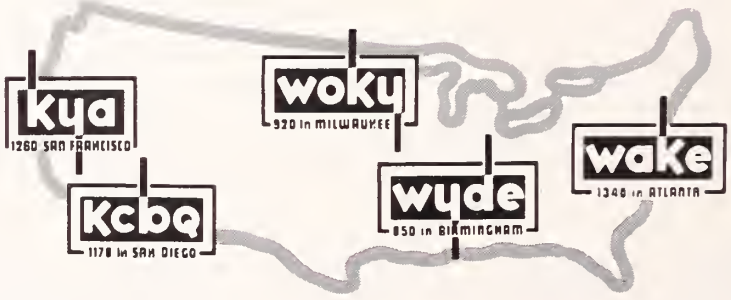
More People Respond To Bartell Family Radio



This programing *motivates* people . . .
makes them *do* things.
That's why our 10,000 letters per week
in response to family games.
Action programs stimulate listener *re*action.
Your advertising reaches *buyers*
(the best kind of audience!)

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

washington



Sen. Proxmire Gets Into the Act . . .

A new Senatorial face has appeared on the broadcast scene—that of Senator William Proxmire (D-Wis.). He is hard at work on a bill to rid the Federal Communications Commission of its seven commissioners and replace them with a panel of judges who would be given life-time appointments. Each would specialize in a particular phase of communications and hand down decisions only in his own specific field.

. . . Advantages of Proposed Plan Are Cited . . .

The theory behind Senator Proxmire's legislation is that *ex parte* contacts will be automatically eliminated; that a judge will act on the facts of a case as they are, not as a litigant would like them to be, and that the possibility of political pressure being brought to bear on decision makers at the FCC will be reduced to a minimum.

. . . Bill Bears Resemblance To Dill Proposal

The Proxmire plan is not entirely new—at least in terms of what it is intended to accomplish. Ex-Senator Clarence Dill, co-author of the Radio Act of 1927, recommended last spring that a Communications Court of Appeals be established and manned by three President-appointed judges. A bill was drawn up along the lines he suggested but until now has been dormant in the files of the Senate Commerce Committee.

Is Advertising Selling Itself in Washington? . . .

In a city where trade associations and lobby groups are big business, second only to the government itself, one industry is conspicuous by its absence. It is advertising. This point was underscored at a meeting a short time ago of the Advertising Federation of America — which convened for the first time in the nation's capital — by Robert Wilson, a gentleman who wears two hats. He is a Democratic Congressman from California as well as a partner in Champ, Wilson & Slocum Advertising, San Diego. Representative Wilson opined that advertising's selling job on the Hill is nil.

. . . Rep. Wilson Gets To the Root of Problem

"There has been too much of a tendency on the part of advertising to think of Washington as a figment of somebody's imagination," he said, and chided delegates for their lack of a "direct route into Pennsylvania Avenue." One of Representative Wilson's chief concerns is the possibility of Congressional legislation to levy an advertising tax, he said.

Ad-Inquiry Subcommittee Dies in House

Despite Representative Wilson's fears that anti-advertising sentiment on the Hill is on the increase, the industry got at least a temporary breather with the abolition of a Government Operations Subcommittee headed by Representative John Blatnik (D-Minn.). The subcommittee has been highly critical of the Federal Trade Commission's methods of curbing fraudulent advertising. Representative Blatnik has been one of advertising's most ardent critics. Among other bills he authored was one in the last session that would label all cigarette packages for tar and nicotine content and empower the FTC to inspect all cigarettes.

Oversight Unit Revs Up in the Senate

The Senate counterpart of the House Legislative Oversight Subcommittee has been created to delve into the operating methods of regulatory

NIELSEN, December, 1958
PROVES IT AGAIN . . .

K-NUZ is No. 1 in
237 out of 240 quarter hours

6:00 AM - 6:00 PM
MONDAY thru FRIDAY

(. . . and has the second highest ratings in the remaining three quarter-hours!)

K-NUZ has consistent TOP RATINGS with the *AUDIENCE THAT COUNTS:*

✓ **74%** of the **K-NUZ** *Audience is MIDDLE and UPPER INCOME*

(Special PULSE Survey Apr.-May 1958)

✓ **84%** of the **K-NUZ** *Audience is Adult Men & Women*

(Nielsen—June, 1958)



Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

NATIONAL REPS.
FORJOE & CO.
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle
SOUTHERN REPS.
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
IN HOUSTON:
Call Dave Morris—JA 3-2581

agencies. Senator John Carroll (D-Colo.) has been selected to chairman the new Administrative Practices & Procedures Subcommittee. The budget for the subcommittee was fixed at $115,000, less than half the amount originally allocated for Legislative Oversight. Although no final course of action has been determined, it is expected that House Oversight files will be a major source of inspiration to the new Senate subcommittee.

Income of Radio Employees Shows Increase

A wage survey recently completed by NAB shows that at the average radio station an employee's paycheck is 6.6 percent fatter than it was in 1955. Northern radio employees were better compensated than those in the South. The same comparison held in terms of the size of staff with stations in the 1.5 million to 2.5 million population market employing upwards of 39 people. In an area where population does not exceed 10,000, six or seven people generally staff a radio outlet. The study also revealed that an average weekly check would run from a high of $156 for a sales manager to $64 for continuity writers.

NAB Board Votes Record $1 Million Budget

The budget of over $1 million for NAB operation for 1959 to 1960, voted by the joint board at its semi-annual meeting in Hollywood, Fla., is an all-time high. The board also took a second look at a decision to limit attendance to top management at convention business sessions. That plan, originated a year ago, was abandoned in favor of open-door sessions.

FCC Proposal Would Curb Network Spot Activities

Should non-affiliated radio stations be represented by network spot sales organizations? That's something being mulled over by the FCC in its over-all consideration of the advisability of having networks involved in a representative capacity with non-network outlets. The seed for the FCC's proposed ruling was planted by the Barrow Report which recommended sweeping changes in network operation. • • •



Q: **What radio station do you listen to most of the time during the day?**

A: *WWDC, said 16.7% of the Washington "day-at-homes" at whom PULSE fired the question. Our closest competition was almost a whole percentage point away.*

This daylight supremacy, plus many other areas of WWDC leadership in the Washington, D.C., metropolitan market, are revealed in a special qualitative survey conducted by PULSE. For the full report, write Station WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." It's profitable perusing!

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

P.S. The regular *PULSE for January showed WWDC in first place for the* eighth consecutive month *with 18.8% share of total audience, 6 A.M. to midnight — 2.5 percentage points ahead of the pack!*

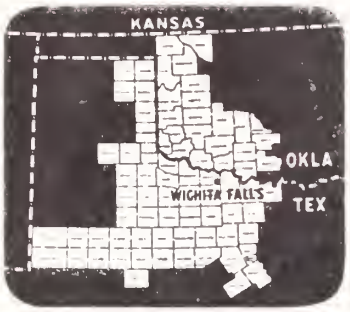
In the Big, Rich Southwest . . .

KWFT

Wichita Falls, Texas delivers

BIG

NCS NO. 2 CIRCULATION



Based on NCS #2 weekly daytime circulation (108,300 homes), KWFT delivers the 73rd market in the U.S. Includes 77 counties with over $1⅓ billion total retail sales (Consumer Markets, 1958).

AT LOWEST COST PER 1000

PLUS

BIG

BONUS COVERAGE

. . . in KWFT's gigantic ½ mv/m area: 1,201,407 total households; nearly $5 billion total retail sales!

See your H-R representative

or Clarke Brown man

KWFT

The Voice of the Rich Southwest

WICHITA FALLS, TEXAS

BEN LUDY
Pres. & Gen. Mgr.

5 K W
at 620
Day & Night

the Silver Mike





THIS MONTH:

GEORGE H. GRIBBIN

President, Young & Rubicam Inc.

His Agency Among Top Five Radio Spenders

George H. Gribbin, president of Young & Rubicam Inc., took the copywriter's road to the top, with brief side trips into retailing and journalism.

His position at Young & Rubicam makes him an important person in the eyes of the radio industry, for the agency ranks as one of the biggest users of the sound medium. At present, it is estimated that Y&R bills about $14 million in radio, putting it among the top five radio agencies.

A native of Nashville, Mich., Mr. Gribbin studied journalism at the University of Wisconsin and Stanford University, from which he was graduated. He soon turned his efforts to copywriting, however, with the J. L. Hudson department store in Detroit. He subsequently served in a similar capacity at the May Co., Bamberger's and R. H. Macy & Co.

Y&R Copywriter

It was also as a copywriter that Mr. Gribbin first joined Y & R. The year was 1935. In 1943, he was made a copy supervisor, only to have his career interrupted by Army service. Rising from the rank of private to captain, he was assigned to the office of the Under Secretary of War.

Mr. Gribbin returned to Y & R after the war, and was promoted to vice president and head of radio-tv commercials. In this capacity, he was in on radio planning for every client that could use it. By 1954, he had been appointed copy director with responsibility over print, radio and tv copy.

In 1956, Mr. Gribbin was elected a senior vice president. He was promoted to the presidency in October 1958, succeeding Sigurd S. Larmon, who continues as chairman of the board and chief executive officer.

Radio's Role

As one of the major media, Mr. Gribbin declares, radio will always perform its important service to the advertising industry and to the manufacturer. Its role as a broadcaster of news and cultural entertainment to the public, however, should not be overlooked, he says.

As part of his many other activities, Mr. Gribbin is a member of an advisory board of the Manufacturers Trust Co., New York, and a member of the public relations advisory committee to the United Hospital Fund of New York. He is also a member of the Union League Club.

Mr. Gribbin was born in 1907. He now is a resident of Greenwich, Conn., and is the father of five children. Considered an omniverous reader and an ardent lover of music, he is also known to enjoy puttering around the family farm in Massachusetts. • • •

LETTERS TO THE EDITOR

Question of Cha's

I read your interesting article, *Hard Sell With Velvet Touch,* in your January issue. However, Messrs. Stone, Wilson, McDonnell, *et al* not withstanding, I believe the term is cha-cha-cha, not cha-cha.

Jerry Fields
Director
Jobs Unlimited
New York

(ED.'S NOTE: Latest word from no less authority than the Arthur Murray studios—"The music may go cha-cha-cha, but you're doing the cha-cha.")

Velvet Touch

Congratulations on the article you did regarding the "whither now" of radio commercials (*Hard Sell With Velvet Touch,* January 1959) . . . [and for treating me] so accurately!

Margot Sherman
Vice President
McCann-Erickson Inc.
New York

Well Adjusted

I want to congratulate you on that very fine article, *How CBS Stations Are Adjusting to PCP* (February 1959) . . . on the fidelity of your reporting and the beautiful way in which you organized your material. It makes very interesting reading.

Joseph T. Connolly
General Monoger
WCAU Philadelphio

An excellent story. You have packed a lot of information into a very few paragraphs.

Fred Ruegg
General Monoger
KNX Los Angeles

Accent on Spot

Congratulations on writing the best spot radio article to date! . . . You thoroughly researched your subject and reported in depth what you found. . . .

Your article (*Accent on Spot,* February 1959) not only contains much information on what representatives are doing to perform more services than ever before, but it also points out the constructive efforts being made to make new sales.

As far as I am concerned, you have painted the picture accurately — and have done a great service to the radio industry.

Arthur H. McCoy
Executive Vice President
John Blair & Co.
New York

Accent on Facts

U. S. RADIO is important to us for two chief reasons: (1) It sticks to a specific subject and each month explores situations and people to a degree that the reader gets the sense and meaning of the medium; (2) the reports, articles and news items stick to *facts* (a matter that is hard to find in current trade magazines because writers are explaining, espousing, assuming and predicting).

We particularly enjoy the *Time Buys* section which is easy to read and provides *detailed* information on particular radio buys. The advertising agency reader, particularly, reads the trades to find out facts—what, where, when, why, how and how much?—so that these facts may be built into the reader's total stock of knowledge. Keep up the good work.

Ethel Lewis
Reseorch Librarion
Cohen & Aleshire Adv. Agency Inc.
New York

Two Requests

Would you please send us 15 copies of your article, *Radio: The Way to Food Shopper's Heart* (January 1959). It was excellent.

The press has always been quick to quote figures purporting to show lack of interest in radio listening. But I have yet to see any recent figures on newspaper readership, which has undoubtedly suffered. We would like to see an article along these lines.

Paul Walden
Manager
KODL The Dolles, Ore.

(ED'S NOTE: See *Suburbia: Newspapers Miss a Beat,* p. 93.)

Growth Factor

I have been wanting to write you concerning the recent "BPA Publisher's Statement." As I have always said, I think you should be commended for the wonderful growth of your book; and I certainly hope it will continue to do so. Congratulations!

R. E. Dunville
President
Crosley Broodcasting Corp.
Cincinnoti

A-GAIN and A-GAIN
AND A GAIN
YEAR after YEAR

Radio T.V. Representatives, Inc.

has consistently led U. S.
NATIONAL SPOT
AVERAGE SALES by
15% to 84.8%
AND they did it again
in 1958!

Do You Have any Rep Problems?
Peggy Stone will be glad to "talk them over" with you.

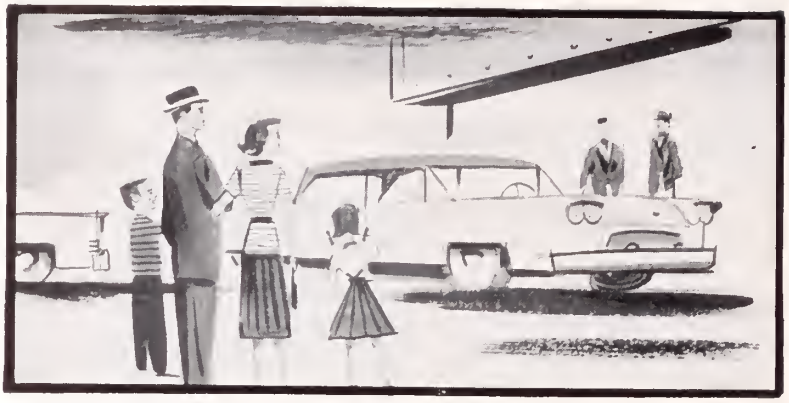
SHERATON-BLACKSTONE
Petite Room—Art Hall Floor



MISSING SOMETHING?
You'll find IT
Right Across the Street
SHERATON-BLACKSTONE
Petite Room—Art Hall Floor
FUN FOR ALL!
SOUVENIRS—SURPRISES
NEW SHOWS—NEW IDEAS
Come On Over!

Harry S. Goodman
19 EAST 53rd STREET • NEW YORK, N.Y.

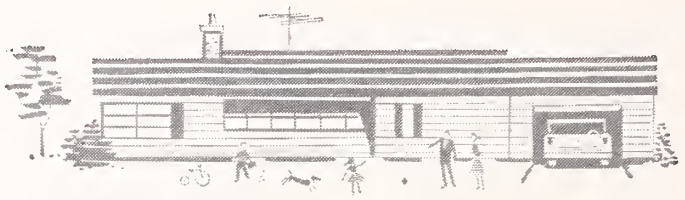
They **buy** *as a family . . .*



because they were **sold** *as a family . . .*



by their **local** *Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Radio Buying: A Group Function



Time to Buy

Analysis of how six major radio agencies (JWT, Y&R, M-E, D-F-S, DCS&S and D'Arcy) handle buying; how buyers are recruited, and radio's problems and prospects

There are 31,556,900 seconds in a year (give or take a few)—and a good timebuyer knows them all.

Being on more than nodding acquaintance with each daily, weekly and monthly segment of the fourth dimension, an accomplished air media man or woman tells time by its availability, reach, cost and value to the specific advertiser.

How do advertising agencies handle the specialized field of operations known as radio timebuying? Who is the radio timebuyer, how does he get started in agency work, what are his principal responsibilities? What, from his standpoint, are the chief problems confronting radio? And what, in the opinion of agency media executives, are the future prospects of the medium?

Asked these questions by U. S. RADIO, key media men at six major agencies gave their answers, plus suggestions for some timely action on the part of the radio industry.

Agency radio buying today is largely a group function, of course, as most of these agencies testify. Responsibility for a major campaign or a specific buy may run the gamut from the account supervisor or executive to the top media department head, his associate directors and the timebuyers, and may be shared by all. Along with this coordination, much stress has been placed recently on the role of the estimator who does the leg work and basic fact-gathering for the timebuyer.

A major problem that agency media departments face is the relatively high turnover of timebuyers—either through promotion, a switch in department within the agency, or a complete change to practice his or her art (quantitative and qualitative) at another agency.

As national agencies, these six feel that the chief problem radio has today is one that has been very much in the headlines—rate structure. As one executive remarks, "Radio is becoming too popular to afford any suggestion of 'fire sale' tactics. The reputation of the entire medium may be endangered by uncertain practices."

Summarizing the characteristics of their respective organizations, and stating their own media views, are William C. Dekker, vice president and media director, McCann-Erickson Inc.; Louis T. Fischer, vice president and media director, Dancer-Fitzgerald-Sample Inc.; W. E. Matthews, vice president and director of media relations, Young & Rubicam Inc.; Richard P. Jones, vice president and media manager, J. Walter Thompson Co.; Donald H. Quinn, vice president and media director, Doherty, Clifford, Steers & Shenfield Inc.; Harry K. Renfro, radio-tv media manager, D'Arcy Advertising Co.

Agreeing on the desired results—maximum effect and efficiency in radio usage for a client—the agencies offer a variety of views on how best to achieve such goals. Example



W. C. Dekker, Vice President
McCann-Erickson Inc.

"Timebuyer's age tends to match youth of his media"



W. E. Matthews, Vice President
Young & Rubicam Inc.

"For best buying, unified time and space"



Richard P. Jones, Vice President
J. Walter Thompson Co.

"Group buying, with the accent on flexibility"

operations range from the all-media plan of Y&R to the distinctly specialized broadcast buying organization of D'Arcy, with D-F-S occupying what it terms a "middle ground."

In general agreement on who makes the best radio timebuyer (i.e. someone with above-average intelligence, an aptitude for figures, a talent for dealing with people and a flair for "creative planning"), the six organizations outline similar job progressions for their timebuyers—but with differences in emphasis.

Itemizing what they consider to be a radio timebuyer's biggest problems, the spokesmen are unanimous on one in particular—the lack of a stable, reliable rate structure. Comments range from this subject ("It's not a question of local versus national rates, but of 'off the rate card' deals which reflect badly on radio") to that of age ("Timebuyers may tend to be young and inexperienced—but so are the time sellers, who frequently don't know important marketing data about their own station areas.").

Timebuyers as a whole, according to the six agencies, are on the average in their middle 20's or early 30's and college graduates. Since World War II, an increasing proportion are women (about one-third of those at Y&R, nearly half of those at M-E).

Where will radio timebuyers go in agency work? The media men queried by U. S. RADIO agree that with ambition and ability the man (or woman) who "watches the clock for the client" will very likely move up to a key position in his organization—probably in media itself, but frequently in some other phase of agency work.

Here's the way radio timebuying ticks at the six agencies surveyed:

McCann-Erickson (with an estimated radio billing of $15 million): The New York (home) office, one of 10 in the United States, has a media department of 115 people, of whom 20 are actively engaged in timebuying. William Dekker, as director, guides the work of five associate media directors who function as group heads for specific lists of accounts. Each associate director, in turn, is assigned both a print supervisor and a broadcast supervisor plus as many buyers, estimators and clerical personnel as are necessary for the requirements of the accounts listed (which range from 6 to 12 per group). The timebuyer, who is usually under 30, has most likely been promoted from an estimator's position or recruited from the company training program, Mr. Dekker explains; if hired from outside the agency, he will probably have two or three years of agency experience to his credit before joining M-E.

"We have a definite policy of promotion from within," Mr. Dekker emphasizes. "Of the 20 buyers and supervisors who handle broadcast media, six at present are the product of our training for promotion.

"We try to 'cross-pollinate' both print and broadcast buying knowledge at a natural point in the media man's development. Our direct method is through transferring the timebuyer to print when he reaches supervisory level. Our continuing process is through giving him 'total media exposure' in recurring plans sessions with the associate director and print and broadcast supervisors."

At M-E, a detailed job description lists the responsibilities of the timebuyer. Answering directly to the broadcast supervisor, he is charged with formulating specific plans for assigned accounts, purchasing time in accordance with the client's approval and attending to subsequent details as well as contributing his ideas to the media group to which he's assigned. In addition to analyzing broadcast data and recommending and preparing media plans, the list specifies, he negotiates contracts,



Louis T. Fischer, Vice President Dancer-Fitzgerald-Sample Inc.

"As many field trips for media people as possible"



Donald H. Quinn, Vice President Doherty, Clifford, Steers & Shenfield, Inc.

"Headaches: fluctuating prices, short notice, paper work"



Harry K. Renfro, Radio-Tv Mgr. D'Arcy Advertising Co.

"Develop a realistic rate card, weekend packages"

interviews media representatives, obtains merchandising cooperation from stations, and measures and reports on results from broadcast campaigns.

The age of timebuyers, says Mr. Dekker, matches the relative youth of their media.

"In the past 15 years, broadcast with its faster pace and perhaps more provocative nature has naturally attracted the aspiring young buyer," he notes. "There isn't a well-defined body of experience for him to draw on yet because there hasn't been time for it to develop."

Timebuy problems: "We feel very strongly on the subject of 'off-the-rate-card' dealing," says Mr. Dekker. "Preferential treatment for one client and not the other is disturbing, to say the least, and a timebuyer never knows what to expect.

"In my opinion, a single rate, rigidly adhered to, is the final answer to this problem."

Future prospects for radio: Total domestic billings in radio for M-E during 1958 mounted 15 percent for spot and 60 percent for network over the previous year, Mr. Dekker points out. (That 15 percent, according to U. S. RADIO estimates, totaled better than $1.5 million, and the 60 percent is about $500,000).

"The rate of growth of our radio usage will continue, perhaps not quite so spectacularly as it did in 1958, but on a very healthy basis," M-E's media director predicts.

Dancer-Fitzgerald-Sample (with an estimated radio billing of $7.7 million): Louis Fischer's media department of 50 people (excluding 15 in the estimating department) operates on a "group" system similar to M-E's. Associate media directors and supervisors handle both print and broadcast planning; their buyers are generally assigned to specific media, but some may handle several and most "move around" in the department during their tenure as buyers.

"A timebuyer with us has usually started as an estimator," says Mr. Fischer. "Broadcast media is his next move. From here he can go into account work or other phases of the agency, according to plan.

"We look for the quick, intelligent applicant with mathematical ability, someone who thinks beyond the day-to-day job. We prefer someone with a liberal arts background —a college graduate, but we don't close the door to the present night-school student."

There is a big advantage to the agency, he believes, in recruiting staff members directly out of school. ("This way they come to us 'unspoiled'.")

D-F-S makes a point of encouraging its timebuyers (average age: 28) to keep in close touch with the radio medium. The agency fits in as many field trips for its media personnel as possible, and some buyers have traveled extensively.

Timebuy problems: Mr. Fischer enumerates two specific problems that plague timebuyers, in addition to what he considers the basic question of rate structure. First, he says, is the shortage of current reliable data, especially as to kinds of people who are listening, and second is the myriad of station offers available at buying time. On the latter point, Mr. Fischer remarks, "Some stations offer packages, others apparently don't; each one has a separate system. The timebuyer, with his own time problem, is faced with making quick, right decisions from a maze of variables."

Future prospects: D-F-S is a "strong" broadcasting agency. Mr. Fischer refrains from forecasting, but believes radio has "blue skies ahead" if it can clear up the rate situation.

Young & Rubicam (with an estimated radio billing of $13.2 million):

(Cont'd on p. 46)



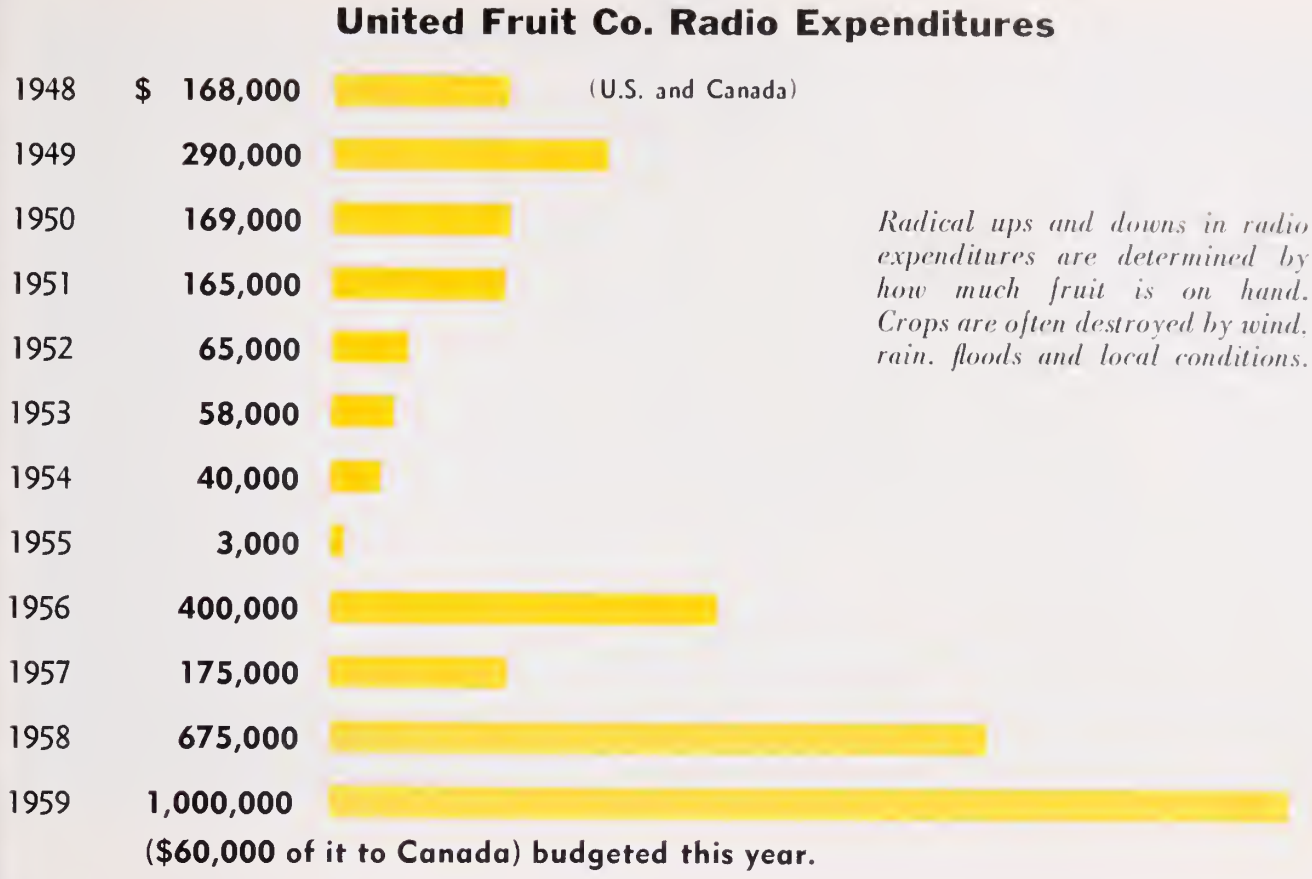
Chiquita

Chiquita Banana has a lot to say
about selling bananas the radio way.
She'll spend $1 million in the spring and fall
with 88 calories the constant call

Sixteen years as one of America's top female vocalists would be an enviable record for any girl, not even considering her appearances in movies, tv and countless magazines. Yet Chiquita Banana has accomplished all this without ever learning a second melody.

Chiquita first came to say that bananas have to ripen in a certain way back in 1944. "She came for a reason," declares C. W. Moore, United Fruit Co. director of advertising. "The war was nearing its close and the trickle of bananas coming into the country was soon to expand terrifically.

"It was our goal to educate the public to get the best possible enjoyment and nourishment from bananas," he recalls. "Chiquita did



Buys Radio in Bunches

that job, sold bananas, and became sort of an American folk heroine in the process."

Chiquita has come a long way since she was born at her Madison Avenue home, Batten, Barton, Durstine & Osborn Inc., to the "maracas" accompaniment of a box of paper clips. This year, a $3 million overall advertising budget has been allotted by United Fruit for Chiquita's personal use, with one third of it ticketed for spot radio.

"Out of the $1 million radio budget," Mr. Moore explains, "some $60,000 will go to Canadian radio and another $250,000 into a special fund. A fund, by the way, that illustrates our contention that radio is the most flexible of all media."

The special radio fund, as interpreted by Tom Bull, United Fruit account executive at BBDO, is held in reserve in case of a sudden influx of bananas into the country.

"Bananas are a unique product," says Mr. Bull. "You cannot regulate the supply, due mostly to the weather. Last spring, for example, we had a call on a Thursday afternoon telling us of a surplus of fruit and were on the air with announcements all over the country by Monday morning. The announcements were live until ET's could be sent out. The budget for this came out of the special fund."

The bulk of the 1959 radio outlay will go to two flights of spot announcements, one scheduled to last 21 weeks from April through August and a similar one to begin in the fall. The initial flight will cover 49 markets, including a minimum of 125 stations, with the announcements reaching 82 percent of American radio homes, Mr. Bull reports.

United Fruit's appropriation for radio advertising, at its peak this year, has had radical and unpredictable ups and downs since World War II (see chart), illustrated best perhaps by the years 1955 ($3,000 radio outlay) and 1956 ($400,000).

"The 1955 outlay of only $3,000 is an outstanding illustration of what we use radio for," says Mr. Moore. "Magazines are our basic medium year after year for long range educational and institutional advertising, whether we have fruit on hand or not. Radio is used when there is fruit on hand, because radio sells bananas.

"The low budget years reflect no lack of enthusiasm for the medium,"

he asserts. "They reflect how much fruit there was to sell. Floods and storms and local conditions affect our supply, but when we have the fruit—when we want people to go out and buy it—we hit the airwaves.

"Last spring, we used 151 stations all over the map. This spring," Mr. Moore reveals, "we are going to be on radio more than ever."

Radio First

That should be fine with Chiquita, for radio was her first medium and, in Mr. Bull's words, "the medium that made her famous." In her early days, she was the darling of the big network shows, making guest appearances with Fred Allen, Edgar Bergen, Alec Templeton, Bert Lahr, Dinah Shore, Don McNeill and even Ellery Queen. She provided songs and laughs, and didn't hurt banana sales either.

United Fruit's radio strategy is built on three levels, BBDO's Mr. Bull points out. They are:

- The regularly scheduled campaigns of spot announcements.
- The special campaigns when there is an overly plentiful supply.
- Special promotions, such as cooking lectures, sponsored by local stations with participation by United Fruit, other national organizations and local firms.

"During regularly scheduled campaigns, Chiquita has done much of her educational work," says Mr. Bull. "This is necessary because bananas are an unusual product. When they ripen on the plant, they have an insipid taste; when allowed to ripen after picking, their full flavor comes out. This is fortunate, by the way, because if they were not picked until full ripening UF could never get them to the dinner table on time.

"During the special campaigns," he goes on, "we send out fact sheets to allow local personalities to ad lib the message. We find that local radio gives us the advantage of an added testimonial from the disc jockey or home economics broadcaster when we need it—when we have to move the fruit off the shelves."

Announcements for a special event, such as participation in the cooking schools, include the usual commercial plus a reminder that Chiquita will be in town, Mr. Bull explains.

"We want Chiquita to reach everybody," he states. "Timebuyer Ted Wallower schedules most spots in the daytime, between 7 a.m. and 6 p.m., five to six days a week.

"We concentrate primarily on housewives, but not exclusively. On a per capita basis, for instance, children consume more bananas than anyone else."

Hit Jingle

Her first campaign, back in 1945, was built around what Mr. Moore calls, "Along with 'Pepsi-Cola hits the spot' the most memorable and accepted of all the commercial jingles." Very rare was the person who could not hum:

I'm Chiquita Banana and
I've come to say
Bananas have to ripen in a
certain way.
When they are flecked with
brown and have a golden
hue
Bananas taste the best
and are the best for
you.
You can put them in a salad
You can put them in a pie—
aye
Any way you want to eat
them
It's impossible to beat
them.
But bananas like the cli-
mate of the very, very
tropical equator
So you should never put
bananas
In the refrigerator . . .
No, no, no, no!



C. W. Moore, United Fruit Co.
Director of Advertising

"When we have the fruit—when we want people to go out and buy it—we hit the airwaves. Radio is used when there is fruit on hand because radio sells bananas. This spring we are going to be on radio more than ever."



The men behind Chiquita Banana gather at BBDO offices to discuss latest spot radio effort. Seated (left to right) are: Ted Wallower, timebuyer; Tom Bull, account executive; C. W. Moore, United Fruit Co. director of advertising, and Bill Ballard, copywriter. Standing are (from left): Val Ely, BBDO traffic coordinator; Charles Stirn, assistant to Mr. Moore, and John Irvin, asst. act. executive.

With music by Len MacKenzie and the original lyrics by Garth Montgomery, *Chiquita Banana* was first sung to a calypso rhythm. "She's since survived the rhumba, bolero, tango, samba and American jive, among others," says Mr. Moore. "This year, of course, it's the cha-cha."

Her lyrics have changed as often as her rhythm. "After the war, when Chiquita and the 'refrigerator' were quite well known," Bill Ballard, her current lyricist recollects, "she assisted in the food-for-Europe campaign:

I'm Chiquita Banana with a
message grave
About a million children
that we want to save . . .

"In the following years," says the BBDO copywriter, "she concentrated on suggesting recipes that use bananas. Then she tackled the problem of better nutrition—'bananas are wholesome . . . and then some.'

"This year she will stress 'calorie low, vitality high,'" Mr. Ballard continues, "plus *bananaslang*—such things as 'havabanana' and 'addabanana' to the diet."

Happy Selling

Mr. Ballard credits much of Chiquita's popularity and success to her happy approach to selling. "Bananas have always been sort of a 'fun' food, anyway," he notes. "The thought of kids eating bananas, or the inevitable monkey, has always brought a smile.

"I think this jingle has lasted longer than any other because it has always retained the happy approach. As for the copywriters, we don't often get the chance to play around with lyrics to an established piece of music, to dabble in poesy, so to speak. Chiquita keeps us happy, too."

As Chiquita's voice is her fortune, any changes are handled very carefully by UF and BBDO. Her original *alter ego* was Patti Clayton, followed by Elsa Miranda, Monica Lewis and Darlene Zito. This year, UF will announce soon, recording star June Valli dons the fruited bonnet.

The 1958 to 1959 theme, "calorie low, vitality high," is a further attempt to try to step up consumption of bananas. "For some reason," says UF's Mr. Moore, "women think bananas are fattening. Several surveys have indicated that to us.

"When the Department of Agriculture came out with the figures—that a medium banana contained only 88 calories—we had a natural copy theme. Most housewives know the nutrition story already, so UF is telling them they can well afford only 88 calories to get the well-rounded vitamins and minerals in bananas."

When United Fruit tells them, that means Chiquita tells them. And she has an enviable record of getting her message across.

"I like jingle advertising," says Mr. Moore. As Chiquita's boss, why not? • • •

Radio Research in Evolution

An analysis of the changing needs of radio research. A report on the latest activities by research firms and their views of qualitative data

The splash Archimedes made hopping into his bathtub some 2,200 years ago sounded a new note in scientific measurement. Besides sloshing up the floor, it established an undisputed principle, that of equal displacement.

Today radio—like all media—is trying to establish a similar (though tidier) scientific measure of its impact on the American public. But the medium is faced with a more complex problem of computation than the learned Archimedes. Its audience, in or out of bathtubs, automobiles, kitchens, basements and/or living rooms, comes in all sizes, shapes, ages, and income and educational levels with a variety of listening habits.

How can you measure, scientifically, the splash radio makes in 51.1 million homes across the nation?

Three radio research firms—C. E. Hooper, A. C. Nielsen and The Pulse—are trying three different methods to achieve this same goal, each seeking more accurate research data. But with their different techniques (Nielsen's audimeter and recordimeter, Hooper's telephone coincidental and Pulse's roster recall), all are increasingly aware of the importance of the newer qualitative research in addition to the more established quantitative research.

The year 1959 looms as a milestone in the advancement of radio research projects that will throw light on who is listening and why.

C. E. Hooper Inc., for example, is planning to release in April, according to its president, Frank Stisser, an audience composition study dealing with the ages of *adult* listeners in 65 cities over a six-month period.

Programming Aid

The survey will attempt to determine adult ages for the benefit of both the stations' programming personnel and the timebuyer and client. Since adults do most of the country's buying and since young adults buy more than elderly persons, it will be very useful, Mr. Stisser believes, to know which stations and programs appeal to which age groups. The programmer can adjust his schedule accordingly and so can the client who knows in what age group his potential customers will be found.

The Pulse Inc., branching out in another direction, will begin also in April, according to Dr. Sydney Roslow, president, to extend its regular radio surveys from one week to four weeks in every case.

Whether a market is surveyed once a year or six times, Dr. Roslow says, the study will last for four weeks in order to give a truer picture of a station's performance by averaging out listenership over a longer period. This new method will eliminate distorted impressions sometimes obtained in the one-week surveys when special situations, such as an outstanding sports or news event, might tend to create atypical ratings, he believes.

On its part, A. C. Nielsen Co. is planning a considerable expansion in its local radio coverage (it now encompasses about 35 markets), according to A. M. Wharfield, vice president.

In the past few years, media research in all fields has become more concerned not only with the exact science of head counting, but with what is still the inexact science of human behavior. Researchers recognize, however, that it's a moot point whether the why's of human behavior will ever be reduced to the present precision of linear and area measurements—except in a media buyer's dream of paradise—or to the

PULSE Plans in April to extend its regular radio surveys from one week to four weeks, whether a market is surveyed once a year or six times. This is designed to give a truer picture of a station's regular performance.

HOOPER Expects to release in April an audience composition study dealing with the ages of adult listeners in 65 cities. The study, in the works for six months, is expected to aid stations, clients and agencies.

NIELSEN Plans a "considerable" expansion in its local radio coverage (which now encompasses about 35 markets).

potential precision of the head count.

The demand for qualitative research is growing. And evidence of new research projects of this type are appearing with greater frequency.

A definition of qualitative research is supplied by Alex Gochfeld, vice president in charge of research of The Institute for Motivational Research, whose firm recently completed a study for KPRC Houston.

According to Mr. Gochfeld, qualitative research consists of in-depth, personal interviews which make use of indirect questioning and projective techniques, and take anywhere from one to three hours. (A projective technique is defined as any testing device allowing the respondent to project himself into another's situation without necessarily identifying it with himself on a conscious basis. It involves use of pictures and diagrams.)

Qualitative or motivational research — which are the same, according to Mr. Gochfeld—are designed to determine not only what brand of cigarettes is smoked, for example, but why it is smoked, and is useful because it enables the seller to understand the reasons his product does or does not appeal to the public.

In addition, he says, the indirect questioning of a respondent frequently produces more accurate results than direct questioning because the interviewee is often self-consciously influenced in direct questioning. Matters of prestige or a simple desire to tell the interviewer what will please him are factors.

It must be pointed out that this strictly-defined conception of qualitative research involving the why's of audience preferences is not necessarily the only or principle standard, valuable though it is.

Same Basic Job

The basic job in radio research still remains the determination of relative numerical listenership just as it did 30 years ago.

The Nielsen company, for example, provides cumulative measurements of radio listenership on a daily, weekly and monthly basis. In addition, the firm tabulates this information by sponsor, thus enabling the agency and client to estimate actual and potential listenership during a given or projected campaign. Mr. Wharfield points out that cumulative audience is important as it never was in the days before tv because advertisers now buy radio for its long-range, cumulative effect, not necessarily for the size of its audience at a given moment.

Both Nielsen and Pulse also provide on a regular basis information regarding age, economic status, and other facts about the listeners. Hooper, according to W. Bruce McEwen, executive vice president, is presently "engaged in experimental work in this field, evaluating both the work and the market for it as pertaining to the Hooper operation." Its previously mentioned study of adult age groups would fall into this category.

All three firms are currently busy with considerable market research, which while not part of their broadcast operations, may often be correlated to radio or television research. For example, by studying sales of a given product in a market it is possible to judge the effectiveness of a particular broadcast campaign on the basis of whether sales remain constant or increase.

The field of radio research has expanded from measuring how many people have their sets tuned to a given program to include measuring many of their specific characteristics and attitudes.

Qualitatively, radio research is a comparative youngster. Attitude-finding is a vastly expensive process involving also enormous outlays in time and effort.

According to Nielsen's Mr. Wharfield, "True qualitative research in radio can only be undertaken if individual companies can be found to foot the bill. Since it must be custom-tailored to fit the client's needs, it is very difficult to get a group of advertisers or stations together who are willing to pay for it and who could profit from the same interview content. This is more true of radio than any other major medium because clients as a whole don't have the investment at stake that they do in other media, and therefore don't seem inclined to spend as much for in-depth research."

So far, most of the qualitative research done in radio seems to have been commissioned not by advertisers but by broadcasters who are anxious to use it to sell and improve their stations, and much of it has been done by qualitative research firms, specializing in that field alone.

Pulse also has devoted a fair share of its recent activities to the field of qualitative measurement. An example is a study it recently did for Westinghouse Broadcasting Co. This study was designed to ascertain the station's public image and sales effectiveness.

According to Melvin Goldberg, research director for Westinghouse, The Pulse provided the sample and the interviewers and WBC supplied the psychological techniques as drawn up by several eminent psychologists.

Cartoon Method

One of the projective techniques employed involved the use of cartoons containing stick figures. A sample cartoon might show a lady shopping in a supermarket. The interviewer would then ask the respondent what brand of coffee the cartoon figure was buying, the answer purporting to represent the respondent's own choice.

Another question would inquire as to the radio station the cartoon lady would probably listen to most.

Mr. Goldberg states that by correlating the two answers he can determine what station (s) is (are) doing the most effective advertising job for that product.

In a similar test also using cartoons, the picture might be that of a radio with someone listening and the respondent would be asked to complete the sentence "The radio says. . . ." Then the interviewee would be asked what station the stick figure was listening to.

In this way, by comparing the station and what it "said," Mr. Goldberg was able to get a picture of the station as a strong news, popular music, talk station or whatever the case might be.

According to Pulse's Dr. Roslow,

Origin and the Techniques

Radio measurement as an organized business celebrates its 30th anniversary this year—having originated in 1929 in New York with the inception of the Cooperative Analysis of Broadcasting.

CAB, radio's first continuing measurement service, was conceived principally as the result of a test study made by Archibald Crossley, who used a recall method in which he inquired what programs the respondents had heard the day before.

Grasping the value of such sampling data, the Association of National Advertisers joined with the American Association of Advertising Agencies to found CAB, a non-profit organization which retained Mr. Crossley and his method to produce audience reports for subscribers interested in evaluating their program investments.

Five years later, in 1934, Clark-Hooper Inc. of New York, a firm which had been measuring print advertising effectiveness, branched out into the radio field to compete with the then firmly established CAB. Its measuring method differed from CAB's in that it was based on a telephone coincidental, rather than past listening. It was also designed to serve the seller as well as the buyer of radio time.

In 1938, Clark-Hooper split into two firms, with Mr. Hooper's company continuing to measure radio as C. E. Hooper Inc.

Expanding rapidly, the Hooper organization in 1946 took over CAB's subscriber lists and that firm went out of business.

During the late 1930's and early 1940's while CAB and Hooper enjoyed a virtual monopoly in the commercial radio research field, experimentation was under way on a mechanical device which would measure sets in use. Coming into the market in 1943 as the "audimeter," this measuring mechanism became the basis of the A. C. Nielsen Co. technique.

At approximately the same time, in 1941, another firm employing a third technique appeared on the scene as The Pulse Inc. Headed then as now by Dr. Sydney Roslow, Pulse measures radio audiences through a roster recall system in which respondents are interviewed personally and asked to describe recent listening with the help of a written log of stations and programs.

As the 1940's wore on, all three firms—Hooper, Nielsen and Pulse—added tv measurement to their activities. In 1950, however, Hooper sold both its national radio and tv reports to Nielsen, confining itself from that point to the measurement of radio and tv on the local level.

Five years later, in April 1955, shortly after the death of Mr. Hooper, his company concluded an agreement with the six-year-old American Research Bureau transferring to that firm the Hooper local television operation.

At the present time, Pulse and Nielsen continue in both radio and tv measurement, while Hooper operates in local radio. All three firms engage in considerable market research in addition to their broadcast activities.

As of last year, The Pulse measured radio audiences in 194 markets, Hooper in 151 and Nielsen in 32. In addition, Nielsen and Pulse report radio audiences on a national level.

this type of research will be utilized more and more by stations to determine two major factors: "The station's image or a program's image and the audience's image; that is, what type of image the station creates in the public mind, and what type of people are attracted to that image."

This kind of research is becoming more and more important today, he feels, because as radio stations develop all over the country and compete in the importance of ratings as a touchstone for client and agency decisions, believes that now is the time to move ahead to include both increased statistical data about listener characteristics and more information as to their attitudes.

He also believes expense will be a complicating factor and points out that on an agency as well as the client level radio research suffers. "The agency with most of its billings in other media doesn't spend

pressed some years ago by Matthew N. Chappell, co-author with the late Mr. Hooper of the book, "Radio Audience Measurement," and now professor of psychology at Hofstra College, Hempstead, N. Y.:

"All advertising and media research is psychological research . . . while it is true that this new science of mass behavior is concerning itself almost entirely with the measurement of specific instances, the worker in the field should never lose



Frank Stisser
President, C. E. Hooper Inc.



Dr. Sydney Roslow
President, The Pulse Inc.



A. M. Wharfield
Vice President, A. C. Nielsen Co.

petition becomes stiffer, each station is tending to carve out a specific niche for itself rather than trying to appeal to everyone.

Thus, Dr. Roslow points out, it is essential for a station owner to know exactly where his operation stands. More details are needed regarding the characteristics of each share of audience, so that the station will have something definite to sell.

Not Interested

Tackling the same subject from another angle, Hooper's Mr. Stisser says, "If a station has a king-size whack of the audience in its market, it's not so interested in qualitative data as the station with a smaller share."

Mr. Stisser, while firmly believing the time on radio research that it does elsewhere."

Both Mr. Stisser and Dr. Roslow declare that one of the biggest problems facing researchers today is the misuse and abuse of their information by agencies and stations alike. As a substitute for additional accurate research, shortcuts are often taken by declaring the present findings proof positive where they are in reality proof relative.

It is ironic, in the opinion of Messrs. Wharfield and Stisser, that today when pinpoint accuracy on an ever-growing target is more vital than ever before in radio research, less money and less interest are being made available for it.

Perhaps the ultimate purpose of radio research—as with all studies in mass behavior — was best expressed some years ago by Matthew N. Chappell, co-author with the late Mr. Hooper of the book, "Radio Audience Measurement," and now professor of psychology at Hofstra College, Hempstead, N. Y.:

"All advertising and media research is psychological research . . . while it is true that this new science of mass behavior is concerning itself almost entirely with the measurement of specific instances, the worker in the field should never lose sight of the fact that the ultimate goal is to abstract general principles which make the more wasteful measurement of specific instances unnecessary.

"We are in our infancy. As we grow up, the goals—general principles—will be achieved."

The Beginning

In its effort to achieve these general principles, radio research is measuring specific instances in more categories than ever before. The field of attitude finding in the broadcast media has just begun to be explored.

In the next few years, station management and advertiser alike will determine just how far this new horizon in radio research will extend. • • •



Robert M. Gray, vice president and advertising-sales promotion manager.

Esso's Radio

This pioneer developer of news sponsorship is placing $1.5 million in radio in 1959. 'Esso Reporter,' nearly 25 years old, is supplemented with seasonal spot buys

Esso Standard Oil Co., known for research and development techniques in its own industry, has applied a similar stratagem in its use of radio since the early days of the medium.

Esso, which is placing an estimated $1.5 million outlay in radio in 1959, pioneered the use of news sponsorship nearly 25 years ago. This same program, *Your Esso Reporter,* is still the chief pipeline in the company's radio use from Louisiana to New England.

Continuing media research projects by the firm and its agency, McCann-Erickson Inc., New York, have not only kept pace with the changing role of radio, but have justified widening and varied uses of the medium.

Today, *Your Esso Reporter* is currently running on 35 stations in 31 cities. This is often supplemented with "heavy" use of spots during times of special promotions.

Among the chief statistics that are reported at the base of Esso's radio use are these: About 88 percent of all cars on the road are equipped with radios and a potential 18.5 million radio homes are in the firm's 18-state (plus D.C.) marketing area. Moreover, research also has shown that in 1958, Esso newscasts were reaching 3,895,000 families in each four-week period.

This Esso campaign on behalf of its service station products (gasoline, motor oil, tires, batteries and accessories) devotes a little more than $500,000 in spot radio announcements to supplement *Your Esso Reporter.* Most of these spots are bought during the peak driving times of the year, such as vacations and holidays.

The general spot radio effort is a completely separate buy from the *Your Esso Reporter* campaign. Stations for the seasonal announcement

Pipeline



drives are bought on the basis of best availabilities.

The states included in Esso's marketing area are: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Tennessee, Arkansas and Louisiana.

Throughout the meteoric rise of television viewing, Esso Standard maintained its faith in the radio medium and kept pace with changes in listening patterns. It recognized, for instance, that as television emerged as an entertainment medium and helped fill the living room, radio tended to become highly personal and could be enjoyed at the beach or in the mountains as well as at breakfast or driving to work. The current general *Your Esso Reporter* alignment of two 5-minute programs daily in the morning hours over 35 stations reflects a calculated decision to tap the strong male composition of the heavy-listening early audience.

Esso, explains Robert M. Gray, advertising-sales promotion manager, believes in using all media because the gasoline business is a mass business and the company feels it must utilize every mass medium. Radio, therefore, with its potential of 18.5 million radio homes in the 18-state Esso marketing territory, figures significantly in Esso's scheme of things.

"An important reason for the longevity of the program," says Curt Peterson, of McCann-Erickson's Tv-Radio Program Services Division, who has been associated with the program since its inception, "is its flexibility. We can, for example, feature commercials selling antifreeze in New England in October while at the same time we are selling fall oil changes in Louisiana."

Working under Mr. Peterson in the area of station relationships is Peter Sloan. He spends much of his time in the field, visiting stations, observing the handling of promotions and the programs themselves and making suggestions for improvement.

As stations carrying *Your Esso Reporter* achieve significant anniversaries of association with Esso, the sponsor presents them with appropriate plaques noting those events. The sponsor-station relationship has a high degree of stability. Five of Esso's original stations, for instance, have carried the program uninterruptedly since its inception and seven have carried it for 20 years.

Radio is also made to order for heavy use of spots whenever the company feels a need temporarily to augment its basic, continuing effort. Such occasions arose in 1956, for example, when Esso pioneered a three-grade gasoline marketing system with Golden Esso Extra and last year when it brought out New Formula Esso Extra.

Esso, with its *Your Esso Reporter* program, pioneered the five-minute radio news format in October 1935. It has consistently supported this public-service activity through the intervening years.

Two Requirements

Radio is a useful advertising medium for Esso because, the company states, it satisfactorily fulfills two of the sponsor's requirements. Since all *Your Esso Reporter* programs are locally produced, the special problem created by the regional nature of Esso's marketing operation is automatically solved. With 88 percent of all cars on the road equipped with radios, this medium enables Esso to reach its customers and prospects with *audio* messages while they are actually using petroleum products.

Esso was no stranger to radio when it established the five-minute news format on radio. It had, for example, sponsored network shows. One of these was a half-hour production featuring Guy Lombardo and his orchestra that was called *Lombardo Road*. Another was a five-a-week series known as *Five Star Final*.

The old United Press Association—precursor of the present United Press International—indirectly propelled Esso into radio news. In 1935, UP abandoned its policy of providing its service to newspapers only and offered its news service to the National Broadcasting Co.

NBC, in turn, offered Esso an opportunity to buy this news service in 15-minute segments. After a huddle with its then radio agency—Marschalk & Pratt—Esso said it was more interested, to attain frequency, in four 5-minute headline news programs, six days a week. NBC had to create a five-minute rate to accept this order, but did so.

The first *Your Esso Reporter* went on the air on October 7, 1935, over 14 stations in 13 markets (two stations were used in New York). The basic approach has not undergone material change since then. Esso supplies its stations with standard openings, closings and commercials. The stations are responsible for the selecting of news services and the news content of programs.

"Our *Your Esso Reporter* programs have endured through the years," says Mr. Gray, "because we have insisted upon scrupulous adherence to the fundamental American principle of freedom of the press.

"In our written instructions and suggestions for our stations, we make this statement:

> Selection of news service and news content is the responsibility of the local station, without sponsor limitation or restriction.

Promotion and Merchandising

Stations within Esso's marketing area have pioneered along with the advertiser in the development of local promotion and merchandising support.

As an example, WFBR Baltimore ran two promotions during the summer of 1958—one a contest and one keyed to community service. In a "Lucky License" contest, selected plate numbers previously seen in Esso stations were broadcast. Their owners, upon hearing WFBR and phoning the station within two hours, received the cost of the plates from WFBR.

The second promotion, designed to "provide a service for motorists, create good will for Esso and build traffic to the service stations" was the "Esso Litterbags" distribution. More than 40,000 large bags were provided, so that motorists would have a convenient place to throw trash. WFBR aired 262 announcements linking Esso to the anti-litter campaign.

Stations have long made an event out of anniversaries of their association with *Your Esso Reporter*. WSAZ Huntington, W. Va., for its first anniversary last summer, took the following steps:

Announced the event in a letter to all Esso dealers; featured Esso on the cover of the monthly program schedule; sent merchandising manager on visits to area dealers to create enthusiasm; broadcast a dozen "courtesy" announcements a week promoting *Your Esso Reporter;* used all open spot times on the anniversary date to commemorate the event; took newspaper ads in two local papers on the anniversary date, and provided window posters for area Esso dealers.

"Our stations and we know," continues Mr. Gray, "that most listeners associate the news coverage of *Your Esso Reporter* with Esso itself. That's why the news cannot, and must not, have any tinge of bias.

" 'Report the *hard* news,' the stations' instructions state. Reporting all the facts is the responsibility of our free press. It is important to remember that editorial interpretation can result in serious embarrassment to the station, or to the sponsor, or to both. There is *no* editorial interpretation in reporting the news as it happened. On more than one occasion the sponsor has been involved in an unflattering news incident on the sponsor's own program. That's a calculated risk, because news *must* remain inviolate."

Not only does the *Your Esso Reporter* program have an enviable record of integrity, but it also has earned a notable reputation for public service. During 1958, for example, it carried 6,568 appeals, covering 19 different causes supported by the Advertising Council, from Red Cross to Cancer Fund to Highway Safety.

This close relationship with the Advertising Council stems from two facts. Support of public-service causes is part and parcel of Esso's corporate policy. Furthermore, Mr. Gray is a former director of the council and has served as volunteer co-ordinator of several of its campaigns. Last spring, for instance, he was co-ordinator of the council's "Confidence in a Growing America" campaign which was designed to combat the recession then prevailing.

In 1958, according to A. C. Nielsen's figures, the Esso newscasts, varying in frequency from 12 to 24 a week, were reaching 3,895,000 families in each four-week period.

With this kind of penetration, the company's 1959 plans assign radio a continuing important role in marketing strategy. • • •



Transportation display is part of merchandising and promotion provided for *Your Esso Reporter* program by station WWL New Orleans. Air times are stressed.



WNOX Knoxville, Tenn., arranges window display such as this one, highlighting a point of Esso's ad copy for a particular season—spring, and attendant oil changes.

RAB's national sales effort to increase advertiser use of spot and network radio is gaining force. Here's how it works. The case in study is Pepsi-Cola Co.

Pushing Up



One day a few weeks ago, the president, the marketing vice president, the vice president in charge of advertising and five other top-level company and agency executives of one of America's blue-chip corporations sat still and listened for an hour to a radio presentation.

The total annual salaries of the corporate and agency executives assembled: $350,000. The amount of money in executive time the company had to invest in order to sit in on the session: A minimum of $250.

The organization responsible for the presentation: Radio Advertising Bureau Inc.

Not all presentations made by RAB each month are to billion-dollar corporations, but this brief scene describes what takes place more than 500 times each month whatever the size of the company or agency receiving the presentation. It is the firing line phase of RAB's national sales effort, one of the important corners in the bureau's triangular bid to win more local, regional and national advertising dollars for radio.

This year, a supreme effort is being made at the national level. The bureau has seen storm signals rising on the national spot horizon and is taking extra steps to counter what it considers "false economy" on the part of some advertisers.

According to John F. Hardesty, vice president and general manager, RAB has mapped plans for the most intensive radio promotion campaign ever attempted at the national level.

Just how the national sales activity is developed and executed is a story based on a carefully drawn plan. The campaign is composed of a series of successive steps. There is no "one-shot" presentation.

Typical of the RAB method is the record of presentations made to Pepsi-Cola.

Pepsi, of course, has a long history of radio use. Its early radio commercials — "twice as much for a nickel, too" and "more bounce to the ounce"—have made jingle history. In 1958, the parent company continued to be an important user of network and spot radio, spending, it is estimated, about $1.2 million in the medium, with the local bottlers around the country adding almost $3 million (see *Pepsi and Bottlers 'Keep Up to Date' With Radio,* August 1958).

The complete radio plans for 1959 have not yet been made known, partially due to a recent change in top executive functions in advertising and marketing. A report from the company last December, however, indicated that Pepsi in 1959 will once more be counting on the aurally-delivered sales message for "more bounce to the ounce" (See *Time Buys,* December 1958).

The role of RAB in its national sales effort is not only to encourage new and increasing use of radio, but also to keep steady radio advertisers even steadier. And so with Pepsi, an RAB account executive can chart seven major calls he made on the client and its agency for a year. The schedule and the points covered read something like this:

January 1958—Basic presentation by RAB account executive Rowland J. Varley to the vice president and director of advertising. This was



1. Before making presentation to Pepsi-Cola, research into company and its ad strategy is sifted by (l to r): Rowland Varley, RAB account executive; Robert Alter, regional sales manager, and Mildred Curto, exec. asst.

National Sales

the basic soft drink pitch containing about 25 slides. Radio's story was told in the light of new marketing facts affecting the carbonated beverage industry. Radio's ability to reach vast numbers of soft drink consumers was highlighted. Comparisons of radio's reach with that of competitive media were also made. RAB data on the sharp decline in newspaper penetration outside the city zone aroused special interest.

April 1958—Another meeting with the director of advertising, with the emphasis this time on radio's "last word" advantage over other media in reaching shoppers. RAB's "Last Word" study among supermarket customers was discussed. The importance of impulse sales in marketing soft drinks was used by Mr. Varley to drive home the advantage of reaching customers as close as possible to the time of sale. The immediate reaction to this meeting was an invitation to show the "last word" facts to Pepsi's agency.

April 1958—Presentation of the "last word" facts to the account executive at the Pepsi agency, Kenyon



2. Selecting the soft drink commercials he will play for Pepsi people, Mr. Varley goes through library containing 3,500. Without them, Pepsi admen would have little opportunity to hear other firms' transcriptions. Admen may even pick up some help on creating commercials for their own products.

& Eckhardt Inc. At the same time, RAB's "Mohawk" presentation was delivered. This consisted of a group of selected commercials prepared by other soft drink firms. Intense interest in this collection was shown by the account executive and the possibility of adapting some of the "sounds" used by a small regional bottler was considered.

September 1958—A third session with the Pepsi advertising director, repeating the "Mohawk" presentation given to the agency. Pepsi's advertising plan with regional bottlers was also discussed for the purpose of increasing radio activity locally.

December 1958—Another meeting with the advertising director for presentation of RAB's Golden Record Award to Pepsi for having produced one of the eight best commercials of the year. A discussion of significant creative trends was also held which resulted in an invitation to see the agency next month with another soft drink presentation.

January 1959—Presentation to the account executive and members of the Pepsi creative group at Kenyon & Eckhardt. The basic soft drink presentation was revised and emphasis was placed on regional and local advertising. A return engagement at the agency was set for the following week.

January 1959—This presentation to the K&E account group was an attempt to draw off national advertising money now being placed with television and magazines. RAB's just-completed Adult Audience Patterns, a radio vs. tv presentation, was featured. Pointed out was radio's ability to deliver consistently strong adult audiences throughout the broadcast day. Pepsi was in the process of preparing material for its own bottlers and permission was granted to use some of the RAB adult audience data. An invitation was extended to Mr. Varley for showing of RAB's new 12-minute "quickie" presentation highlighting completely up-dated information on 12 basic radio points.

The "quickie" pitch covers many of radio's basic sales facts, such as set sales, coverage and over-all growth of the medium.

The Adult Audience Patterns is a major part of the "quickie" presentation. It provides an analysis of the listening and viewing habits of Americans today—and new proof of radio's ability to reach adults.

The Pulse Inc. study reports on the radio and tv audiences in 27 major markets. In it, RAB stresses the importance to an advertiser of reaching the adult market. For example, at least 93.6 percent, RAB says, of all food and grocery purchases are made by adults. This was deemed of particular importance to Pepsi.

RAB then points out that radio offers many advantages as an adult medium. Five points are stressed:

- Day or night, better than 85 out of 100 radio listeners are adults.
- An hour-by-hour breakdown shows that the radio adult audience actually tops that of tv for a full two thirds of the broadcast day—and the average adult radio audience during this period is nearly twice as high as tv.
- In the morning, less than 62 out of 100 tv viewers, RAB says, are adults; in the afternoon, about 59 percent are adults, and at night, about 76 percent are adults.
- About 69 percent of all adult tv viewing takes place after 6 p.m., while the radio adult audience is spread throughout the broadcast day.
- During every hour of the morning and afternoon, there are vast numbers of tv viewing homes that do not have a single adult viewer, RAB states. For example, not one adult is viewing in some 21 percent of all viewing homes between 1 and 6 p.m. in the 27 markets.

The radio and tv areas of the 27 markets were exactly comparable—and comprise about 41.5 percent of total retail sales in the U. S. More than 38 percent of all U. S. homes are located in these markets.

The Pepsi presentation, while typical, omits other areas of research which RAB has developed in recent months. The new material, which is of interest to all national advertisers, includes up-dated facts on radio's audience strength in the suburbs, the farm, Negro and other special market groups, radio's "last word" advantage for reaching purchasers of various kinds of products, radio's cost efficiency and other data.

While RAB hopes to reach—and does—practically every national advertiser spending approximately $500,000 or more yearly in adver-



3. Discussing a point in the sound portion of Mr. Varley's presentation are Pepsi officials John Soughan (right), vice president and director of marketing services, and William C. Durkee, vice president in charge of marketing of Pepsi-Cola.

tising, the bureau concentrates on those companies who are not in radio or spend relatively little in radio.

Several guideposts have emerged over the years to characterize RAB thinking when making national level presentations. Some are:

1. No advertiser can learn everything about radio in just one sitting.
2. Only decision-making executives should be hit.
3. The presentations should move from the general to the specific.
4. All presentations must be individually tailored to the account's specific business and marketing problems.

The RAB sales force is composed of 10 account executives, each a specialist in specific categories of business divided under such headings as food, drug, appliances, automotive, etc.

It is each account man's responsibility to develop calls, make the presentations and follow-up. While the RAB executives are often assigned several categories and many individual companies, in no case are they required to act outside their area of knowledge.

All presentations are formal calls by invitation with a statistical slant bearing directly on the account. They are delivered to both agencies and advertisers—to the advertising manager or higher level at the account, to the account executive or supervisor level at the agency.

Later, as the presentations get down to cases, the sales manager, merchandising manager or other marketing officials are asked to sit in. The intent is to reach the broadest range of top-most company officials and still keep the sessions small so that face-to-face contact is maintained.

Accordingly, presentations run the gamut from basic radio facts to competitive media data, specific proposals and creative aid. One common theme underlies the entire effort. Each personal call is designed to lead into the next; there is always new information, new research, new facts—all pegged to the client's needs.

Work on any individual account usually begins several weeks before the first call is made. The RAB executive collects from existing data all kinds of information about the company—its competitive position, its strength and weaknesses, its present advertising strategy.

This fact-finding phase is made relatively simple by an important by-product of the bureau's work. Years of RAB research have resulted in development of what Mr. Hardesty calls "the most complete advertiser and agency file in the business."

No important part of the client's marketing operation is overlooked.

The first presentation summarizes, usually within 30 minutes, the basic radio story as it applies to the client's business.

On subsequent calls, spaced from a few days to a few months apart depending on audience reaction to previous meetings, the RAB representative offers facts of a more specialized nature, usually in answer to specific questions.

These meetings might cover RAB proposals for spending a given sum of money in defined areas, or case history documentation of how other advertisers have used the medium.

How-to-Do-It Pitch

By the time an interest in radio has developed, the RAB executive is ready with a how-to-do-it pitch. This embodies tips on expenditures, buying strategy and creative help.

So successful has this approach proved that RAB now happily finds itself acting as creative consultant to many advertisers, which often results in larger radio appropriations than would normally be the case. In later presentations, RAB offers suggestions on campaign merchandising.

RAB has selected for special attention during 1959 a group of companies the bureau terms "holdouts." As part of an accelerated drive called "Operation 120," RAB account men are making repeated attempts to tell the radio story to the highest level of management in 120 companies, including if need be the presidents and board chairmen.

Some idea of RAB's grim determination to sound radio's strong points loud and clear is seen in the schedule planned for the final week in March, a typical week.

At that time, RAB presentations will be delivered to a major automotive firm, one of the top three food distributors, a leading appliance manufacturer, two breweries, a soft drink firm, two gasoline marketers and several other corporate giants as well as several dozen small- to medium-sized national advertisers. • • •



4. Viewing the slide portion of the RAB presentation are Kenyon & Eckhardt Inc.'s Pepsi-Cola account executives (left to right): Ted Harbert (also creative director), Joe Braun (media dir.), Don O'Leary, Nick Lalich and Bill Haworth.

question and answers

THE QUESTION:

Both in spot and network, radio seems to have low costs per thousand, lower than any other medium. So on a figures basis radio should get the nod in media planning. Why, in your opinion, doesn't it more often?



Phil Branch, media group supervisor, Grey Advertising Inc., New York, cites the "influencers," as he calls them, that determine media strategy.

Among major media, there are few instances of better audience efficiency than that regularly available with network or spot radio. It is also true, however, that there are many reasons for *not* using radio.

Some are the product of prejudice and worth discussing not because of their validity, but because valid or not they exist and influence media decisions.

We can think of one company which does not use radio because it did not produce good enough sales for them in a program they used in 1931. This is different from the "nobody listens to radio" and the "only teenagers listen to radio" wild claims. *This company* bases its non-use of radio on experience—however dated.

The above reasons, fortunately, are not really typical. However, there are often *valid* reasons for rejecting low-cost radio in favor of higher cost-per-contact media that exist in the minds of some influencers of media decisions.

In our humble opinion, then, we present these influencers, and our impression of their rationale:

Creative Folk: There are instances when the copy story, believed to be most efficacious for the product, does not lend itself as well to aural translation as it does to visual, or to both in combination. In these instances, the creative people will most likely take the position that the medium of radio will not do full justice to their creative strategy. There may, nevertheless, be overriding considerations which will dictate the use of radio even in such instances—but the impediment to maximum effectiveness can, nonetheless, be real and of some importance in arriving at a media choice.

Advertisers: Advertisers, like leaders in any industry, differ in their attitudes, experience, degree of knowledge and degree of sophistication. This applies as much to advertisers and radio as to advertisers and anything else. In the case of radio, there are advertisers who, for whatever reasons, are more favorably pre-disposed to radio than others. For this reason, advertisers will differ in their susceptibility to buying radio, even when the facts demonstrate that it would be a good buy for them. Therefore, it is more difficult to sell radio to some than to others, regardless of how well it fits their need.

This does not mean that the agency, when convinced that radio is right for an advertiser, shouldn't sell it with all the resources at its command. And it does mean that the sale is much harder in some cases than in others. But the agency with integrity will pursue its convictions to their eventual fruition, regardless of client prejudices.

Distributors and Retailers: In many instances, these fellows are probably more critical than advertisers. If they show a lack of enthusiasm at the prospect of a radio campaign, you can bet that such a reaction will adversely color the advertiser's viewpoint. Again, if it is true that this situation exists, these people must be impressed with the kind of job radio can do.

Media Planners: Assuming that all of the foregoing hurdles have been cleared, the media planners are able to consider network or spot radio as a real media possibility. Notwithstanding radio's economy, flexibility and efficiency, the use of radio may be turned down by the media planners for some or all of the following reasons:

This new feature deals with agency answers to radio problems or questions. This question is taken from those that were asked at RAB's media buyer's roundtable (see U. S. RADIO. *January 1959).*

1. If the media objective calls for a need to reach the largest possible audience—particularly in a very short period of time—radio may draw a bye.
2. If a highly specialized audience is desired, there are many selective audience areas where radio cannot fulfill the objective.
3. If it is considered necessary to picture the product, or to demonstrate, or to show colors, radio is not suitable.

Since it will probably be the subject of another question, we have purposely refrained from expounding on the many advantages that radio offers as a selling medium.

Richard Tyler, administrative head of the media department, Guild, Bascom & Bonfigli Inc., San Francisco. has his answer embodied in six meaningful questions.



Radio today is undoubtedly in a more solid economic position than it has been for several years. Gone are the speculative questions concerning the future of radio and how it will fare under the competitive pressure of tv.

Each year has seen an increase in the number of stations and set sales have increased over the previous year. In spite of the fact that there are more stations competing for the advertiser's dollar, most stations seem to be prospering. Even though this is true, it is natural to expect that any aggressive medium would desire to be selected more often in media planning.

Certainly one of radio's advantages is its low cost per thousand, but it is also manifest to all that a medium is not selected solely on the basis of cost per thousand. Each medium has a place in the advertising spectrum and each medium must offer some unique advantages not attainable in other media, at least not attainable to the same degree. But having a unique advantage alone is not enough. If a medium is to grow and prosper, it must be successful for its advertisers or its existence is doomed.

Let's take a look at some simple facts that dictate media planning. There is tv which has taken over some of the unique advantages that radio once offered in reaching large masses of *nighttime* family audiences. This prime evening time, which many advertisers insist upon, is not available in radio to the extent that it once was. We don't mean to say that radio does not reach mass audiences—it does. However, a different approach must be used to reach mass audiences, an approach in radio that calls for using greater frequency reaching smaller audience segments at any given time.

The radio industry can insure continued successes for all advertisers by being introspective and asking such questions as: 1. Are we too conscious of ratings to the extent that quality and quantity of audience responsiveness suffers? 2. Does our programming tend to become too stereotyped and our audience limited to a narrow stratum? 3. Do we offer a solid variety of interesting program material to attract loyal audiences? 4. Are we too heavily loaded with commercials at peak radio traffic times? 5. What are we doing to educate and influence the younger generation to the fact that radio has more to offer than just popular music? 6. Do we offer complete and effective service to our advertisers so they will come back for more?

Through continuous efforts like those mentioned, coupled with thoughtful sales presentations, radio should get more consideration in media planning.

We at Guild, Bascom & Bonfigli have increased our use of radio considerably in the last few years and will continue to do so as long as radio offers sound values. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



HAPPY HULA HANDS greet Bob DeHaven, WCCO Minneapolis, who gets a hula lesson from two Hawaiian girls as he and 76 listeners begin a two-week tour of the Islands. The trip was promoted by the station and Northwest Orient Airlines over DeHaven's *Good Neighbor Time*.



PASSING THE BUCKS in Philadelphia, Harold J. Pannepacker (right), station manager of WRCV, presents a check to Harold H. Salkind, local campaign manager of the 1959 March of Dimes. The funds were raised by disc jockey Ted Jackson (left) during a week of broadcasting while living in an iron lung.



FIFTY-FIVE FANS fly to Hawaii on another tour, this one arranged by WEMP Milwaukee and led by Earle Gillespie, station's sports director and "Voice of the Milwaukee Braves." The two-week vacation included two stops in California, with the bulk of the time spent in Honolulu.

DEBT OF GRATITUDE is paid by Fin Hollinger, former vice pres.-general manager of KPOA Honolulu, to Kailua fisherman Howell Mahoy for bringing in huge killer shark. The station, in daily editorials, offered $200 bounties on all killer sharks caught in a one-month period after the rare killing of a boy off Oahu beach.





REVERSING STAY-AWAKE TREND, WLCS Baton Rouge, La., d.j. Ken Wallace sleeps for almost 64 hours under suggestion from hypnotist C. H. Ryan (above) in local department store window. Other station personalities were also hypnotized during the period, producing zany shows for listeners.



THE MUSIC CASTLE, a record shop in Scottsdale, Ariz., uses this display to promote its Hit-Pick Packages, gifts containing five records predicted by KPHO Phoenix disc jockeys as probable hits. Store owner John Castle (shown) gives two packages a week to listeners who have sent in names.



IN THE CARDS for KXA Seattle listeners is a daily five-minute program, *Northwest Narratives*, based on historical anecdotes of Washington State. Working out the details are (left to right): John Clarke of KXA, Paul Danforth, vice president of the sponsoring People's National Bank, Nard Jones, author and the program's commentator, and Frank Welch, account executive with Frederick E. Baker & Associates, which serves as advertising agency for bank.



OFFICERS AND GENTLEMEN of Peters, Griffin, Woodward Inc. congratulate Robert H. Teter (second from left), PGW vice president and director of radio, on being named "Radio Colonel." Others (left to right) are H. Preston Peters, PGW president, Lloyd Griffin, vice president and director of tv, and Russel Woodward, executive vice president. The award is an annual company honor.



A LEADING LADY at the WPEN Philadelphia annual party for New York advertising agency people is Pat Suzuki, star of the Broadway musical, *Flower Drum Song*. Among the 500 persons who attended are (left to right): WPEN Sales Manager Erwin Rosner, Bernard Rasmussen, timebuyer at Fuller & Smith & Ross Inc., and Dan Kane, Ellington & Co. media director. Caricatures were drawn for guests.

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and in Saginaw, Michigan

WKNX–RADIO

is

1st in NIELSEN

1st in PULSE

1st in COVERAGE

1st in NEWS

1st in PERSONALITIES

WKNX-RADIO

reaches more homes than any other Saginaw-Bay City station

Let: Gill-Perna, Inc.
NY-Chi.-LA-SF-Boston
Show you.

More listeners cost less with WGBF...

Billion-Dollar Evansville's "Voice of Experience"

Because WGBF Delivers DOMINANT COVERAGE

- 88,930 radio homes weekly
- 86% of radio homes in its home county, plus 31% of radio homes in 26 additional counties
- 57% more radio homes weekly than the next highest Evansville Station

Source: NCS #2



Spot advertising campaigns are enhanced by more than 35 years successful programming experience, and backed by unequalled merchandising and marketing support. No wonder WGBF is the "buy-word" in the Evansville Market!

National Representatives • Weed Radio Corp
1280 KC • 5,000 WATTS
AFFILIATED WITH NBC NETWORK

WGBF

EVANSVILLE, INDIANA
WE GENERATE BUYING FORCE

Operating on an all-media buying plan since 1952, the agency believes that buyers can function best by securing both time and space for a given client or clients.

"Since the plan was instituted," says William Matthews, director, "our media department has developed a group of young men versatile in both time and space buying."

Of the buying staff of 65 (including 11 supervisors), each one generally handles some timebuying during the course of a year.

Following recent changes in relation to buying radio-tv network time, the Y&R media department continues to make all spot purchases but now delegates the network purchases to the radio-tv department (headed by Peter Levathes, vice president, who until January was head of media relations). This is in line with the agency's belief that network time is indispensably linked with programming and subject to it, and should therefore be determined by the program group.

Availabilities Unit

For the past four years, Mr. Matthews says, Y&R's media buyers have been assisted by what is called a "spot availabilities" unit, whose responsibilities are to make inquiries and gather information.

"This unit helps to keep us constantly aware of the radio time situation," he explains. "It also eliminates much duplication of effort. For example, three different buyers who might otherwise contact the same representative for the same information on the same day have the facts already available right here."

A business manager has been appointed recently for the department to coordinate estimating, budget controls, statistical data and clerical work. The agency expects this move to relieve buyers of additional time-consuming "detail chasing."

Emphasis at Y&R is on media planning, Mr. Matthews continues. The department makes its recommendations regarding budget allocations and media to use to the product group, which is comprised of representatives from all departments concerned with the account—contact, art, copy, merchandising, research, traffic and radio-tv as well as media. These plans, in turn, are based on data supplied by the other departments regarding such matters as who buys when, how, how much.

Following approval by the product group, the media recommendations are cleared by the agency plans board before going to the client.

"This department is not just a purchasing agent," Mr. Matthews stresses. "Media planning is not only a business procedure but a part of creative advertising."

Y&R timebuyers (in their early 30's, on the average, and married) are generally "brought up" in the agency, he says. Frequently they work up from messenger or mail-room duties; some transfer to media from other departments. Coming into media on a definite training program, staff members are shifted around to all departmental divisions before qualifying as buyers.

Timebuy problems: The confusion caused by the variety of rate card patterns and constant fluctuations in actual rates, Mr. Matthews says, is heightened by frequent lack of sufficient information to make satisfactory selections among compet-

THEY'RE PRETTY TERRIFIC!

PHOEBE AND PHIL

(Phoebe's Pretty . . . Phil's Terrific)

Two new "characters" to give your station a plus personality and your sponsors new identification.

See them at the

FLOWER ROOM

FLOOR ONE

BLACKSTONE HOTEL

STANDARD RADIO TRANSCRIPTIONS

ing stations. Other problems, he notes, are the "chaos in programming patterns which cause constant uncertainty as to the comparative audience values of time periods" and "the need for realistic bases of comparison as to audiences and audience composition."

Future Prospects: "There are ways to use radio we haven't thought of yet," Mr. Matthews believes.

Y&R is watching with interest the development of fm—"the quality pattern is well understood in this medium; fm is a pleasing companion to the housewife as well as other members of the family."

J. Walter Thompson (with an estimated radio billing of $16 million): "Group buying," with the accent on flexibility, is the cornerstone of JWT's media operations. The department of the New York office is headed by Arthur Porter, vice president and media director, with Richard Jones as manager working directly with the six associate media directors in charge of separate account groups. Timebuyers in each group work on few or many accounts, depending on the complexity of the assignments, and report directly to the associate director of that group. Ruth Jones, as broadcasting coordinator for all six, "knits together" or unravels any overlaps in timebuying responsibilities.

Of the 170 staff members in the department, Mr. Jones explains, approximately 30 buy radio time. Junior timebuyers may get their start in agency work in the media department's research division, in estimating, or in some other trainee assignment; when they reach senior buyer status they may be purchasing both time and space, or specializing in a particular medium, depending on circumstances.

"Our goal," says Mr. Jones, "is a second echelon of trained media planners ready for promotion to associate media directors. Our program of training is completely flexible, with timebuyers available to go into other departments depending on work priorities and agency requirements.

"We move our buyers from one account to the other both to meet the pressure of work and to broaden the media experience of the individual."

Jack Green, director of media research for the department, supervises a staff of 30 responsible for receiving research material on both broadcast and print, analyzing these data and making them available to specific buyers, and studying new services and advising on their value.

Steps in planning the media for a campaign start with presentation by the account executive of materials on which the advertising will be based. The associate media director, in conjunction with his buyers, plans a program that dovetails with the work of others on the account team (including representatives from marketing, creative plans and other departments).

Timebuyers are in constant contact with station representatives and station management, Mr. Jones says, in keeping abreast of current happenings in radio. In addition, they make trips to market areas, attend meetings of media organizations, and in other ways stay attuned to the field.

He attributes the youth of today's timebuyer to the swift, and phenomenal, growth of the broadcast industry. "The air media have expanded tremendously in recent years—their sudden development has created equally sudden new jobs, which naturally have created in turn new opportunities for those just starting in the media business."

Timebuy problems: Radio, Mr. Jones warns, has gone "so far" in the way of rate-breaking and dealing that it has become a "terribly difficult medium to use" from the standpoint of the buyer.

"A continuation in this direction can cause the whole medium to lose stature," he points out.

"Establishment of a more comprehensible rate structure is one of the best ways to bulwark radio for the future. Assessment of qualitative aspects—who listens, and why—is also a step to encourage."

Future prospects: The outlook for radio is good at JWT, Mr. Jones says. "As the need for specific market penetration becomes greater because of the concentration of buying power in metropolitan centers," he notes, "advertising will rely in-

(Cont'd on p. 48)



creasingly on a medium with flexibility and the ability to deliver many messages at low cost."

As JWT's advertising budgets increase, Mr. Jones expects radio to hold its own—and then some, as it solves its currently unsettling problems.

Doherty, Clifford, Steers & Shenfield (with an estimated radio billing of $2.5 million): A relatively young agency with a correspondingly youthful staff, DCS&S adheres to the principles of "separate" broadcast and space buying responsibilities. Donald Quinn, as head of the 31-man media department, works with two media supervisors who are responsible for both the broadcast and print requirements of their assigned accounts. Each supervisor can draw on the specialized talents of three timebuyers and four assistant timebuyers who serve the department.

"Average age of our timebuyers is about 30," Mr. Quinn says, "and our assistants are about 25.

"We recruit staff members from 'any place'—but we're not interested in someone who doesn't want to advance. We look for someone with a real feeling for facts and numbers, someone who is inquisitive—looks beyond what a salesman says—and is a good salesman himself, because he must be able to present his plans well, both orally and in writing, to the client."

Mr. Quinn believes that media buyers have a responsibility to their clients to see "outside people," and emphasizes the development of strong media relations.

"Our broadcast and print buying operations are kept separate," he explains, "because we believe a timebuyer must be available to see radio representatives and station managers as much as possible. Keeping fully up-to-date with all media at once would be difficult at best."

Media planning for a DCS&S client is done by the department representative working with the account group and client. A media supervisor and his staff work out the strategy, and the timebuyers execute the finally determined plans.

A likely starting place in the agency for a timebuyer is in the mail room. Next move may be to estimator, and then to assistant buying in either broadcast or print. From there, he may advance through media assignments or perhaps go into account work.

Although the agency does not have a formal training program, Mr. Quinn adds, media staff members conduct weekly after-work sessions at which they discuss and explain their assignments. Buyers also attend client meetings, and participate in the development of campaign plans.

Timebuying problems: Voicing what he terms "old cries of an old timebuyer," Mr. Quinn describes three plights familiar to timebuyers.

"One is trying to give a client an accurate estimate of the cost of a spot radio campaign when there's no way of telling what the prices will be until you actually start buying," he says. "Another is having to buy on extremely short notice because radio is so flexible and a client holds off till the last minute in making his decision as to where and how much he wants. The third is the tremendous amount of paper work that builds up because you can't pre-select your buys, and you only hope the availabilities aren't all sold out by the time you want them."

Some of these problems may be "ever with the timebuyer," he acknowledges, but believes that a single rate card including equitable discounts would alleviate much of the "unwarranted" strain on the radio media man.

Future prospects: An agency with more than 10 percent of its billings in radio, DCS&S foresees the possibility that radio may get "too popular." Some of its problems today stem from the fact that a lot of buyers are aiming for the same time periods, Mr. Quinn suggests. The radio industry, he says, would be wise to straighten out its sales snags (from confusing rate cards to detracting remarks about fellow stations) and do a little more merchandising of its non-peak times.

D'Arcy Advertising Co. (with an estimated radio billing of more than $5 million): A special radio-tv media department was established by this agency in 1954, with Harry Renfro as manager.

The new department, "born" in St. Louis, was created primarily to fill a special assignment—the organization of a baseball network for the broadcasting and telecasting of Cardinal games following purchase of the team by August A. Busch, head of Anheuser-Busch Inc. (a D'Arcy client for more than 40 years). Previously, all media buying except outdoor was done by one department.

Today, there are similar radio-tv departments in the agency's New York and Chicago offices, and smaller operations in Cleveland, Atlanta, Houston and Los Angeles.

The St. Louis headquarters has a 10-member staff, with five men responsible for air media research, estimates and buying; three girls taking care of contracts, and two girls handling secretarial duties.

Aside from Mr. Renfro and his assistant, Dolan Walsh, the men (average age: 26) come to the department from other areas of the agency and will spend an estimated two years in broadcast media work before moving on to other assignments.

"At D'Arcy it has always been the policy to let all media make a pitch for a share of the client budget," Mr. Renfro explains. "Media planning is not the function of the media department alone, or the client or the account executive, but is done by all of these entities working together."

Timebuy problems: Mr. Renfro expresses the hope that the radio industry will "develop a realistic rate card; package time to include night radio (which is becoming a more important factor); offer weekend package rates effective from 6 p.m. on Thursdays through Sunday nights (which would be of particular benefit to advertisers of foods and beverages)."

Future prospects: D'Arcy looks for substantial increases in the agency's radio billings this year. Citing 1958 figures, it points to the St. Louis office's "buys" on 574 stations in 346 markets for its clients, which include Anheuser-Busch (more than $2 million of its advertising funds goes into radio annually) and the Reardon Co., "which currently is considering a tremendous expansion in its radio spot campaigns for 1959." • • •

r buyers and sellers of radio advertising

U.S. RADIO

1959

NAB CONVENTION

NATIONAL
SSOCIATION
OF
OADCASTERS

37TH
ANNUAL
NVENTION

RCH 15-18
CHICAGO

CONTENTS

ion highlights ..p. 53
enda, sessions ..p. 55
ion history .....p. 58
rs, listings .....p. 69
ings to do .....p. 77

S. RADIO
SUITE 922-23



D HILTON HOTEL

MORE NATIONAL SPOTS

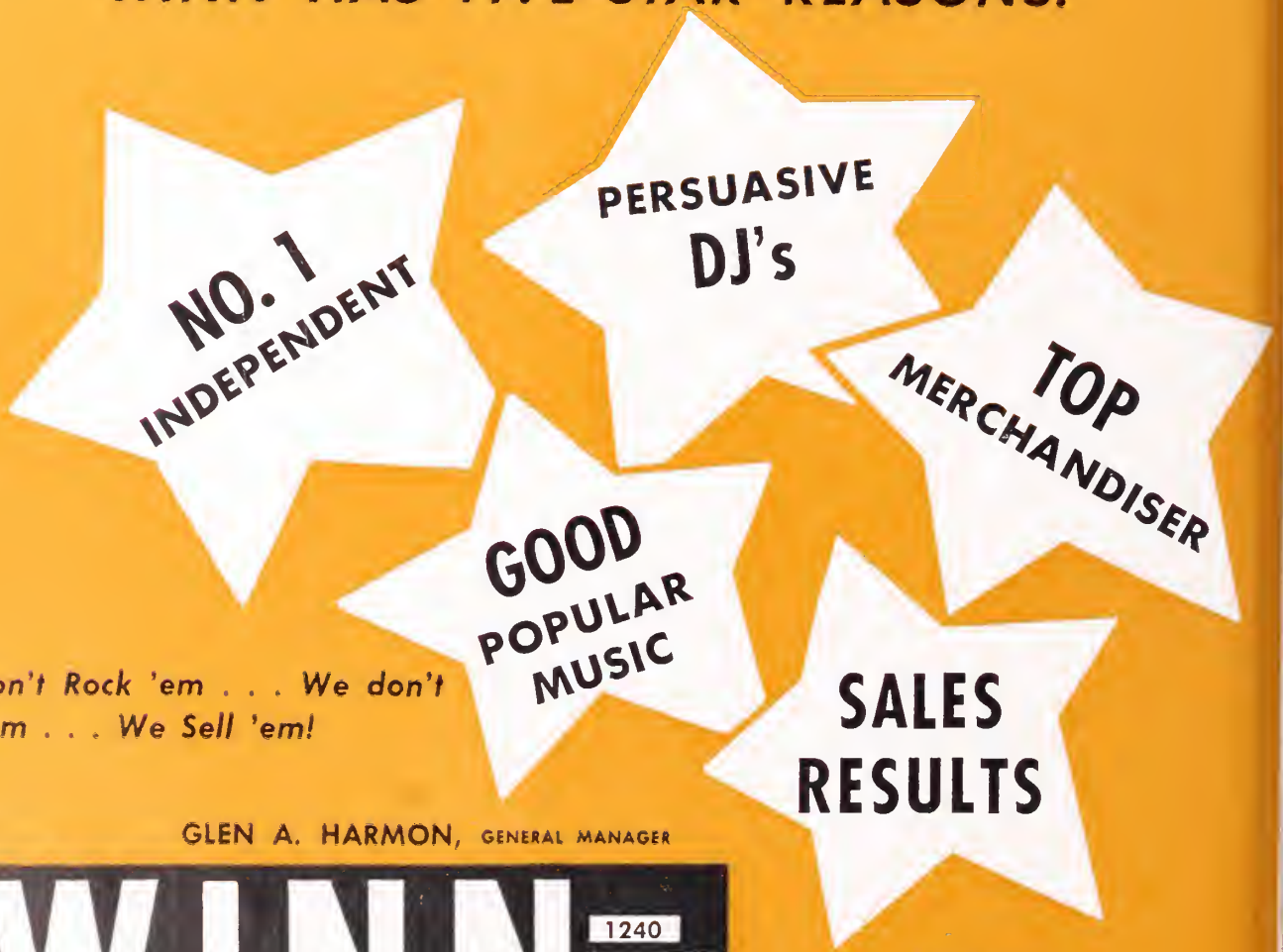
WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND

WINN HAS FIVE-STAR REASONS:



We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by
AVERY-KNODEL
INCORPORATED
NEW YORK ATLANTA DALLAS DETROIT
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

It is much easier to think up reasons

why the other fellow's station

shouldn't have an audience . . .



. . . than to go out and

get an audience for yourself

Stations we represent apply themselves—often with our programming help—to the public's changing needs, preferences and habits. Hard work, yes, but it's led most of them to dominant positions in their markets. (Other modern stations throughout the country have done likewise.)

Result: We can approach the time-buyer equipped with hard facts about our stations, not wishful assumptions (however logical) based on things as they *used* to be, or *ought* to be, or *might* have been.

If you're an advertiser buying radio in a market we serve . . . or a radio station looking for advertisers in a market we don't yet serve . . . we would like to place unemotional YoungPresentation at your service.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • DETROIT • ATLANTA

BUYING POWER PLUS...

More than 76% of WTOP Radio listeners
are in income groups *over* $6,000 per year . . .
a thundering lead even for so rich a
market as the Washington area.
This is still another clear indication that in
Washington the IMPORTANT station is . . .

wtop radio

WASHINGTON, D. C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WJXT *Channel 4 Jacksonville, Florid*

NAB '59 CONVENTION

Radio's Future Role

Broadcasting, advertising and government executives are scheduled to take the rostrum to discuss the present and future state of radio at this, the 37th annual convention of the National Association of Broadcasters. For the 13th time in the history of the annual gatherings, the convention takes place in Chicago, at the Conrad Hilton Hotel, from March 15 through 18.

In what appears to be one of the most interesting radio agendas in a long while, views are being aired on such varied topics as radio programming trends, fm's future, editorializing on radio. Also, a 10-year outlook for the industry is supplemented with sessions on station representation, radio audience research and trends in automation.

In these latter meetings, spokesmen from allied industries as well as NAB will address the radio delegates at what is expected to be NAB's largest yearly conclave. (See *High Spots of Conventions Past*, p. 58.)

The lead-off subject to be considered by the radio side of the convention is "Fm: Future Momentum" on Monday, March 16, at 9 a.m. Six fm broadcasters headed by Ben Strouse, WWDC-FM Washington, chairman of NAB's FM Radio Committee, comprise the panel.

Dominating the Monday afternoon agenda, according to John F. Meagher, NAB vice president for radio who will preside at all sessions, is the matter of programming. Trends will be reviewed by four station operators and one network representative. Also on Monday afternoon, delegates will receive a report on the All-Industry Music License Committee from Robert T. Mason, WMRN Marion, O. They also will hear Lawrence Webb, Station Representatives Association director, and Arthur McCoy, executive vice president, John Blair & Co., discuss broadcaster cooperation with station representative firms.

Advertising agency and research firm representatives will hold forth from 10 to 11 a.m. Tuesday on the subject of radio audience research. They will be joined by one government spokesman—Theodore F. Olson, Bureau of the Census.

At 11 a.m., interest turns from research to sales. The Radio Advertising Bureau presentation — this year labeled "The Meeting You Won't Enjoy But Don't Dare Miss If You Want to Stay in the Radio Business"—features Kevin Sweeney, president, and John Hardesty, vice president.

The final radio sessions will be held on Wednesday afternoon. Editorializing on radio will be discussed by the four radio members of NAB's Committee on Editorializing, and "Radio in 1970" will be speculated upon by two broadcasters — Dale Moore, KBMN Bozeman, Mont., and Ward Quaal, WGN Chicago— plus an educator, Irving Schweiger, University of Chicago Graduate School of Business, and a trade association executive, Charles Tower of NAB.

This year's conclave marks the debut of NAB's plan to streamline its annual meetings by shortening the convention by one day and eliminating so-called light equipment exhibitions such as transcription firms. These firms, however, are exhibiting their wares at other hotels such as the Blackstone, among others, which is across the street from the convention facilities.

Luncheon speakers are Harold Fellows, NAB president, on Monday; FCC Chairman John Doerfer on Tuesday, and Lieutenant General Arthur Trudeau, U.S. Army Chief of Research and Development, Wednesday. • • •

Radio Convention Agenda

(All meetings are at the Conrad Hilton)

Special Features

FRIDAY, MARCH 13

6 p.m. — Association for Professional Broadcasting Education dinner meeting
Room 18

7 p.m. — Fm Development Association meeting
Lower Tower

SATURDAY, MARCH 14

9 a.m. to 6 p.m. — Association for Professional Broadcasting Education membership meeting
Room 18

9 a.m. to 5 p.m. — Fm Development Association meeting
Lower Tower

SUNDAY, MARCH 15

9 a.m. to 5 p.m. — Fm Development Association meeting
Room 19

9:15 a.m. — Buses leave south entrance of Conrad Hilton for the *Broadcasting* Golf Tournament
Midwest Country Club
Hinsdale, Ill.

3 p.m. — Daytime Broadcasters Association meeting
Room 12

4 p.m. — MBS Affiliates Meeting

5 p.m. — ABC Reception
Williford Room

5:30 p.m. — MBS Reception

MONDAY, MARCH 16

8 a.m. — Quality Radio Group breakfast meeting
Room 9

TUESDAY, MARCH 17

7:30 p.m. — Broadcast Pioneers Banquet
Williford Room

Official Agenda

SATURDAY, MARCH 14

9 a.m. to 5 p.m. — Registration
Lower Lobby

SUNDAY, MARCH 15

7 a.m. to 7 p.m. — Registration
Lower Lobby

12 Noon to 7 p.m. — Exhibits
Exhibition Hall

All convention radio sessions are open to all convention registrants, with the exception of the Monday morning labor clinic.

MONDAY, MARCH 16

9 a.m. to 9 p.m. — Exhibits
Exhibition Hall

9 a.m. to 10:45 a.m. — "Fm: Further Momentum"
Williford Room

(NAB Fm Radio Committee)
Ben Strouse, WWDC-FM Washington, D. C. Chairman; William B. Caskey, WPEN-FM, Philadelphia; Everett L. Dillard, WASH Washington, D. C.; Raymond S. Green, WFLN-FM Philadelphia; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Fred Rabell, KITT San Diego, Calif.

9 a.m. to 10:45 a.m. — Labor Clinic (Closed Session)
Williford Room

11 a.m. to 12 Noon — General Assembly
Grand Ballroom

Presiding: G. Richard Shafto, WIS-TV Columbia, S. C.

Keynote Address: Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company Inc.

Keynote Award Presentation to Mr. Sarnoff: Harold E. Fellows, President and Chairman of the Board, NAB

12:30 p.m. to 2 p.m. — Luncheon and General Assembly
Grand Ballroom

Presiding: Robert T. Mason, WMRN Marion, O.

Address: Mr. Fellows

2:30 p.m. — Radio Assembly
Grand Ballroom

Presiding: John F. Meagher, Vice President for Radio, NAB

Opening Remarks: J. Frank Jarman WDNC Durham, N. C., Chairman, NAB Radio Board of Directors

"Trends in Radio Programming"
Howard G. Barnes, CBS Radio, New York; Robert D. Enoch, WXLW Indianapolis, Ind.; Frank Gaither, WSB Atlanta, Ga.; Duncan Mounsey, WPTR Albany, N.Y.; Robert E. Thomas, WJAG Norfolk, Neb.

Radio's Standards of Good Practice
Cliff Gill, KEZY Anaheim, Calif., Chairman, NAB Standards of Good Practice Committee

"The Station Representative—Or What Have You Done For Us Lately?"

Lawrence Webb, Director, Station Representatives Association; Arthur H. McCoy, Exec. Vice President, John Blair, Chairman, Radio Trade Practices Committee, SRA

Report of the All-Industry Music License Committee
Robert T. Mason, WMRN Marion, O., Chairman

TUESDAY, MARCH 17

10 a.m. Radio Assembly
Grand Ballroom

Presiding: Mr. Meagher

Radio Audience Research
E. K. Hartenbower, KCMO Kansas City, Chairman, NAB Radio Research Committee; John K. Churchill, Vice President, A. C. Nielsen Company, Chicago; Theodore F. Olson, Bureau of the Census; Ed Fitzgerald, J. Walter Thompson Co., Chicago; Russell Tolg, Batten, Barton, Durstine, & Osborn Inc., Chicago; Charles Harriman Smith, Tv & radio research consultant, Minneapolis, Minn.

11 a.m. Radio Advertising Bureau Presentation
Grand Ballroom

"The Meeting You Won't Enjoy But Don't Dare Miss If You Want to Stay in the Radio Business"

Kevin B. Sweeney, President; John F. Hardesty, Vice President

12:30 p.m. to 2 p.m. Luncheon and General Assembly
Grand Ballroom

Presiding: Mr. Shafto

Introduction of the Speaker: Mr. Fellows

Address: The Honorable John C. Doerfer, Chairman, FCC

Special Feature: James W. Rachels Jr., Columbus, Ga., National Winner, 12th Annual "Voice of Democracy" contest

2 p.m. Open Period

WEDNESDAY, MARCH 18

9:30 a.m. to 10:30 a.m. Coffee Hour
Grand Ballroom

10:30 a.m. to 12 Noon General Assembly
Grand Ballroom

Presiding: Mr. Mason

FCC Panel Discussion
Hon. John C. Doerfer, *Chairman;* Hon. Rosel H. Hyde; Hon. Robert T. Bartley; Hon. Robert E. Lee; Hon. T. A. M. Craven; Hon. Frederick W. Ford; Hon. John S. Cross

Moderator: Mr. Fellows

12:30 p.m. to 2 p.m. Luncheon and General Assembly
Grand Ballroom

Presiding: Allan T. Powley, WMAL-AM-TV Washington, D. C., Chairman, 1959 Broadcast Engineering Conference Committee

Presentation of the First NAB Engineering Award by A. Prose Walker, Manager of Engineering, NAB, to John T. Wilner, Vice President and Director of Engineering for Radio and Tv, The Hearst Corp.

Introduction of the Speaker: Mr. Fellows

Address: "Research and Development for the Space Age", Lt. Gen. Arthur G. Trudeau, Chief of Research and Development, Department of the Army

Special Award to the Industry by: The U. S. Army

Annual Business Session
Presiding: Mr. Fellows

2:30 p.m. to 5 p.m. Radio Assembly
Grand Ballroom

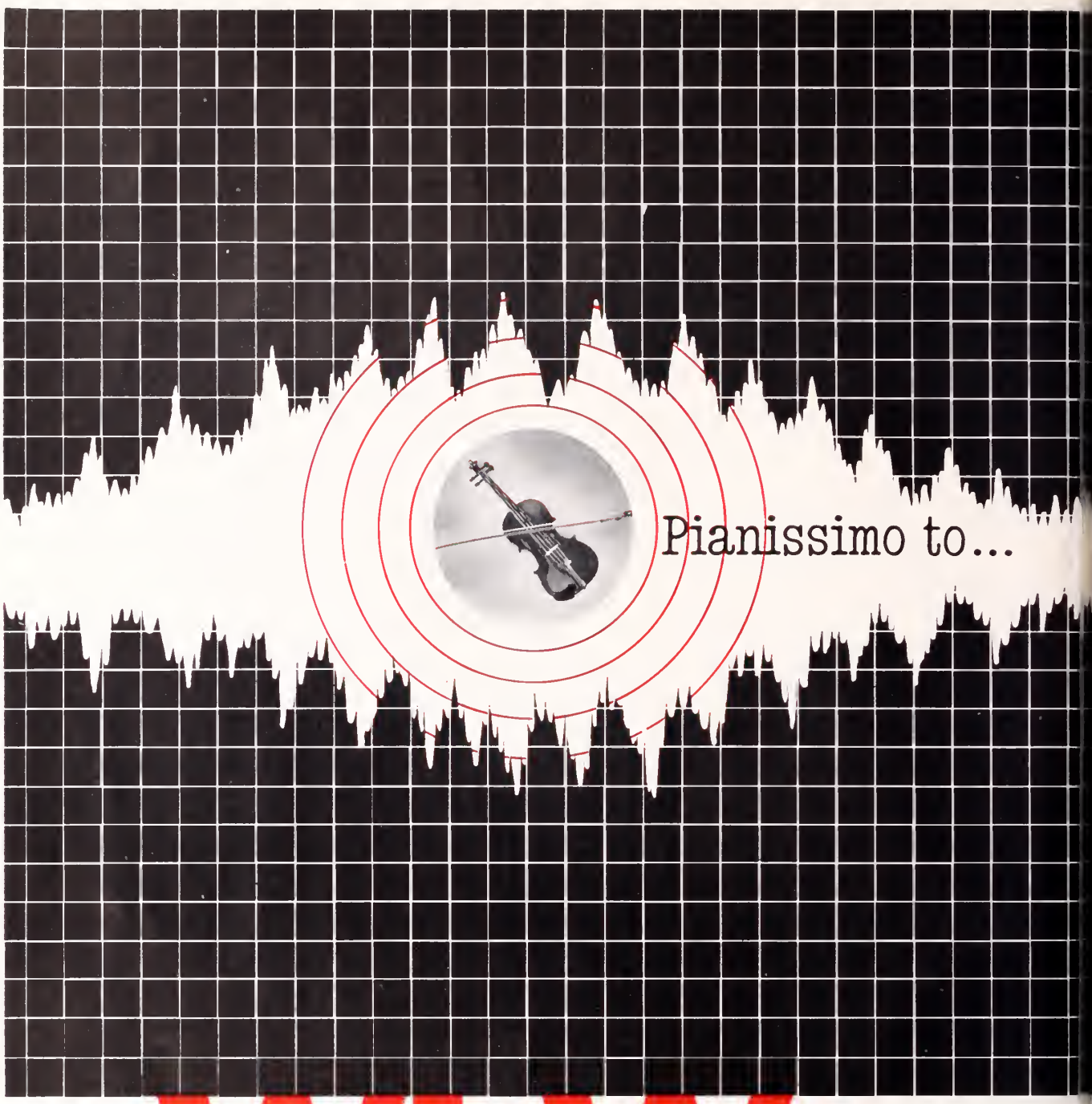
Presiding: Mr. Meagher

"Editorializing on Radio"
(NAB Committee on Editorializing)
Alex Keese, WFAA Dallas, Tex., Co-Chairman; Simon Goldman, WJTN Jamestown, N. Y.; Daniel W. Kops, WAVZ New Haven, Conn.; Robert L. Pratt, KGGF Coffeyville, Kan.

"Radio in 1970—A Look at the Future"
Irving Schweiger, Associate Professor of Marketing, Graduate School of Business, University of Chicago; Dale G. Moore, President, KBMN Bozeman, Mont.; Ward L. Quaal, Vice President, WGN Chicago, Ill.; Charles H. Tower, NAB

"Trends in Automation"
A. Prose Walker, Manager, NAB Engineering Department

7:30 p.m. Annual Convention Banquet
Grand Ballroom



WLW Acclaime



Frank H. McIntosh

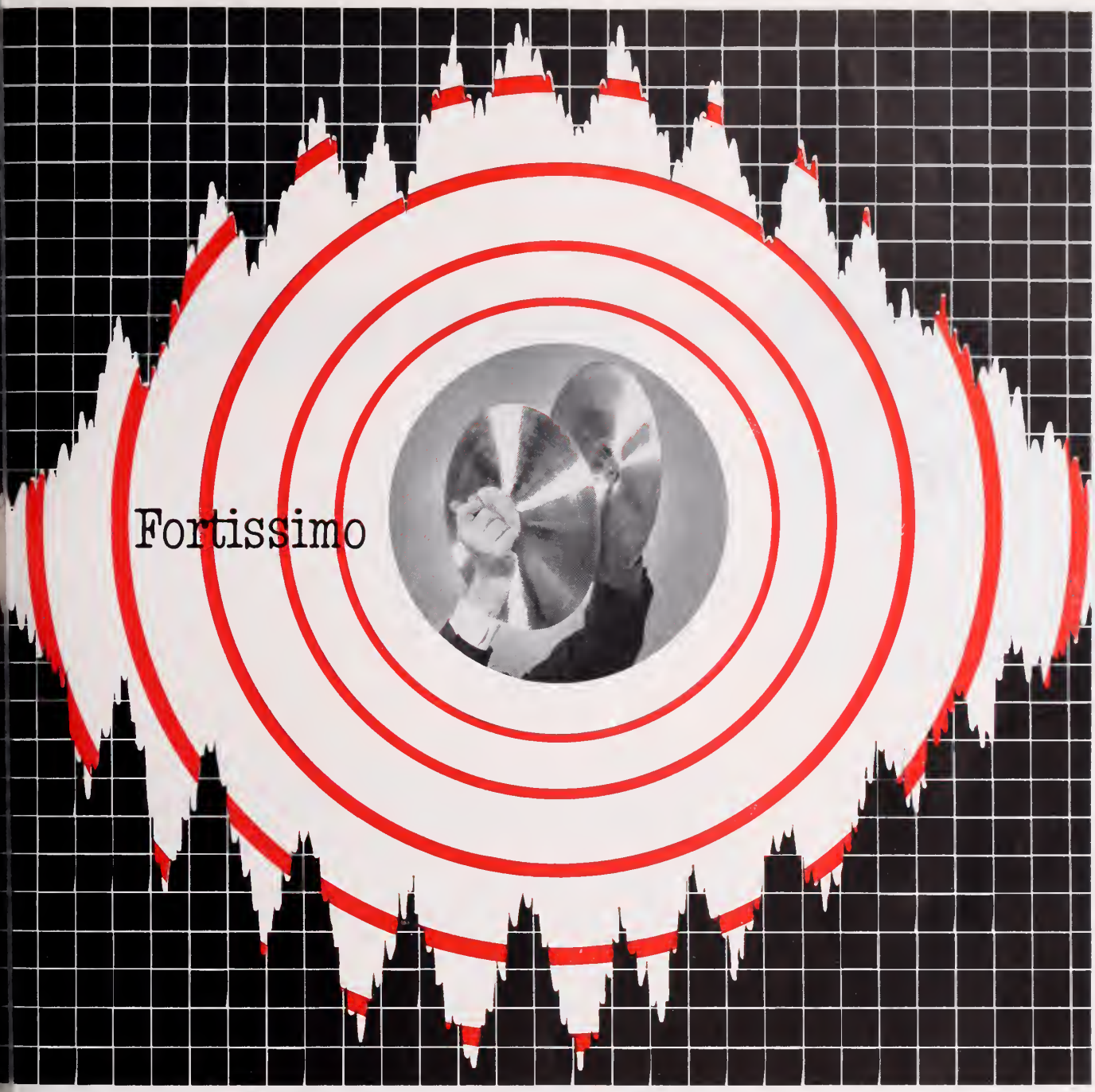
"A magnificent new WLW-AM transmission system, developed by Crosley Broadcasting engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station!

The revolutionary new broadcasting development now puts WLW-AM transmission on a par with FM in high fidelity . . . providing a perfect illusion of live performance with a sound range from the softest pianissimo to the loudest crescendo."

This distinction was confirmed in a test made by Frank H. McIntosh Laboratory, Bingha ton, N. Y.—the world's leading indepen radio and high-fidelity transmission exper

This highest fidelity transmission will incr the WLW Radio audience even more – audience which for years has ranked am the top 10 of over 3,200 Radio Station i America.

The result of 3 years of work and ¼ of a mi dollars, it's another in Crosley's long lin distinguished contributions to the broadcas



world's highest fidelity radio station with audience among top 10 in America!

industry, and provides finest commercial clarity
or advertisers' commercials!
nd it's another crescendo for "subscribers."
all your WLW representative . . . you'll be
'ad you did!

etwork Affiliations: NBC, ABC
les Offices: New York, Cincinnati, Chicago, Cleveland
les Representatives: Tracy Moore & Associates — Los ngeles, San Francisco; Bomar Lowrance & Associates, C.—Atlanta, Dallas
osley Broadcasting Corporation

WLW world's highest fidelity station

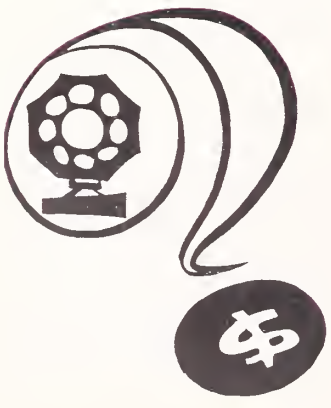


High Spots

As a business, radio broadcasting is unique in many ways. But one particular birthmark distinguishes it from most other industries. Radio was thrust from infancy to manhood without having the advantage of learning how to creep. Quite suddenly it was there about 39 years ago, and having arrived on the commercial scene of a free enterprise society, radio—and a handful of men who believed this new gadget had a future—was faced with the awkward and painful process of growing up fast.

It was the enthusiasm of a very few men for the promise of this new industry that led to the formation of the National Association of Broadcasters which this month meets for its 37th annual convention. In the belief that the ideas, plans, successes and failures discussed by radio men with radio men at these annual conclaves are an accurate barometer of the state of radio broadcasting, U. S. RADIO has assembled from NAB files a "spot" history of the development of the industry as has been mirrored at the annual conventions.

The beginnings of some of today's ever-present problems appear, such as rate structure and music licensing. The need for radio to organize as an industry is made clear. The dominant role of radio news is foreseen. An early stand is taken against hard-liquor advertising. And the introduction of radios in cars is made.



1923-1926: Despite the need for unity NAB had trouble attracting members and money. By 1926, fifty-eight stations joined the association. The organizational headaches of launching a new association in a new field which was just being explored by men who were as green as the industry itself were compounded by spectrum chaos. The Radio Act of 1912 was found unworkable. That situation was not destined to change until the passage of the Radio Act of 1927. Legislative as well as technical problems were closing in on broadcasters. In 1925, NAB delegates heard the awesome declaration that "some more or less

of Conventions Past

A nostalgic glimpse at the development of radio as seen through former conventions

informed Congressmen . . . believe censorship should be applied to what is put out over the air." The problem of music copyright was as acute in 1925 as it is today. Reflecting the disorganization of the industry, and the perennial music copyright problem, one 1925 delegate told an assembly: "The trouble with us broadcasters is that we do not realize our potential possibilities. Here we are with a listening audience of perhaps 20 to 30 million people faced by a body of 300 men (ASCAP) and we are not in a position to act in a meeting." And in the same vein, Senator Clarence Dill (D-Wash.), who later was to co-author the 1927 Radio Act, told delegates: "I introduced a bill last year to free broadcasting stations from the copyright charge. . . . I did not know there was an association of broadcasters and that they wanted such a bill introduced and passed."



1927: W. H. G. Bullard, first chairman of the Federal Radio Commission which would administer the newly passed Radio Act, envisioned "the entire nation linked together by radio. We stand at the threshold of an amazing new development in civilization. This radio of which we talk so much and know so little is the most marvelous means of linking together all the people of the nation . . . and the whole world that has ever been devised by the human mind." Delegates were urged in one meeting to promote their new medium "until we put a radio in every home." This was the year "17 million U. S. homes were wired for electricity . . . only 6.5 million have radio sets."



1928-1929: Advertising practices and stabilization of rates were among the chief convention topics. William Hedges, NAB president, told delegates in 1928, "Radio is rapidly forging to the front as a recognized medium of advertising. There are concerns throughout the country that are willing and glad to pay for the use of that medium." An agency spokesman at the 1929 meeting reflected the industry's concern with station rate structure. "Shading prices is



shady practice. Cutting prices is cutting throats and the throat is your own every time." Russell B. Williams of Reinche-Ellis Advertising said. The depression was having its psychological effect on broadcasting. In 1929, there were 650 operating stations and there was a feeling in the industry that about 250 of these would soon disappear from the air.

1930: Spot broadcasting came into focus. It was described as "so flexible, so new, that there seems to be no limit for its skillful use as an advertising medium." The ASCAP issue continued to build to crisis proportion. A society spokesman warned things would get worse before they got better. Admonished E. C. Mills, Radio Music Co. president and former ASCAP executive: "You have been awfully careless about organizing this business of broadcasting. You are going to be defeated in every contest . . . every time you meet effective organization. . . . Sometimes the fellow on the outside has a better perspective . . . you have struggled along for years not supporting this organization, quibbling because the dues are a lousy $250. Why, you pay more dues to ASCAP than you do to your own association. . . . If you don't begin to organize yourselves under (strong) leadership our dues in other departments are going to be (with apologies to the ladies) a damned sight higher."



1931-1932: NAB membership had grown to 163 and the industry was becoming increasingly aware of its advertising strength. John Benson, president of AAAA, told broadcasters, "There is a marked increase in radio advertised brands in radio homes compared with non-radio homes. . . . Radio advertising has become a young giant." Delegates also learned from Bond Geddes, executive vice president of the Radio Manufacturers Association, that "several of the largest automobile manufacturers have just arranged to equip their future lines with radio sets . . . which promises to be extremely popular." Opinions clashed on program standards. One delegate strongly urged that stations refuse to accept copy wherein women read "cigarette testimonials."

1933-1934: Some 300 broadcasters at the 1933 conclave gave serious thought to stockpiling music of their own through the newly formed Radio Program Foundation which, at least in concept, was not unlike the yet-unborn Broadcast Music Inc. But RPF was a dead issue by 1936. The broadcasting of news was a paramount subject in 1934—the year the present Communications Act replaced the Radio Act of 1927—when Senator Dill recommended that radio organize a national news gathering agency to compete with newspapers. Attacking the Press-Radio Bureau, a new agreement whereby radio aired only news that had appeared in print in two five-minute newscasts a day, Senator Dill declared: "Intentionally or unintentionally, the press associations are chloroforming radio listeners into believing that news by radio is a poor substitute for news by newspapers. . . . We must make freedom of speech by radio as sacred as freedom of speech on the platform has so long been . . . news by radio will do more to strengthen and maintain (free enterprise broadcasting) than any other feature broadcasters can use."



1935-1936: Delegates adopted a code of ethics at the 1935 meeting which banned acceptance of per inquiry advertising. This was also the year of the five-year contract extension with ASCAP which split the industry. It led to a rift that was not to erupt fully until the following year when Isaac Levy resigned as treasurer of NAB and promised to form a new trade group. He

claimed NAB was in error in backing "per piece" payment to ASCAP. Despite his plea, members decided to keep copyright negotiations within the power of NAB.



1938: The need for leadership was acute. The threat of damaging legislation was on the increase. An investigation of network structure was being considered in the Senate. In the most dramatic meeting in NAB's short history, delegates voted to search out a man to serve as a paid president. FCC Chairman Frank McNinch was firm in his stand that "the Communications Act vests the commission with power and authority to regulate chain broadcasting and I believe it ought to do this promptly if it has the necessary information upon which to base regulation. . . ."

1939: Neville Miller, a non-broadcaster who came into national prominence as the famous "flood mayor" of Louisville, made his bow as NAB's first paid president. The association now had 461 members. There were 847 stations on the air. Eighty-four percent of the homes in America were radio equipped. Miller hit hard at ASCAP and issued an ultimatum which was to lead to the formation of BMI a year later. A new code adopted by members at this meeting turned thumbs down on 13 types of advertising, among them hard liquor, and limited the sale of time to 10 percent of an evening's program hours.



1940: Copyright was the crucial issue. Members went all out in a vote to create BMI as a permanent organization. A new dimension in broadcasting—fm—made its first appearance in equipment displays. The threat of World War II was undercurrent at the NAB conclave. Assistant Secretary of War Louis Johnson urged the industry: "In your advertising scripts when you open your program and when you sign off, let there come forth an urgent appeal to all Americans for national unity."

1941: The industry and the FCC were at loggerheads over the commission's monopoly rules. Broadcasters called for a Senate investigation of the FCC and stood solidly behind Neville Miller who decried the Chain Broadcasting Rule adopted by the FCC as "regulation so drastic as to change the very structure on which the American system of radio is founded." Color highlight of the meeting—perhaps of any one before or since—was a tirade unleashed by FCC Chairman James L. Fly. He charged that NAB tactics in managing the industry were "all too clever—too brilliant . . . it reminds me of a dead mackerel in the moonlight. It both shines and stinks." In reply, the NAB board questioned Chairman Fly's "state of mind" and labeled his leadership "punitive, capricious, biased and destructive."



1942-1945: Intra-industry problems were shelved as broadcasters bent their personal energy and communications know-how toward victory in World War II. In 1945—broadcasting's 25th anniversary year—the annual meeting was cancelled at the behest of Government which urged curtailment of all non-essential travel. During the war, Government officials replaced industry leaders on the rostrum at NAB conventions. When the war was barely six months old, Archibald MacLeish, director of the Office of Facts and Figures, told 1942 delegates, "You have something to give this war which no other body of men could



possibly give it . . . you have the inventiveness and the courage and the imagination which have made American radio one of the great forces of enlightenment in the world." Manpower and equipment shortages plagued the industry but it became increasingly evident that on the horizon was a new era in communications. Delegates in 1943 heard one speaker predict: "Few of us realize the tremendous progress that has been made in radio during the war . . . these technical developments adapted to the purposes of peace will unquestionably revolutionize all forms of communication."

1946-1948: Radio launched a thorough housecleaning campaign under the leadership of a new NAB president, Judge Justin Miller. Aware that there must be self-regulation or there would be regulation by other sources, broadcasters' determination to meet that challenge culminated in the adoption of the Radio Standards of Practice at the 1948 annual meeting. The famous—or in the view of many broadcasters, infamous and restraining—Blue Book had been adopted by the FCC shortly before the 1946 NAB convention. The first engineering conference was successfully held in conjunction with the 1948 meeting. Hopes were high for fm. Major E. A. Armstrong, inventor and champion of the new aural service, told 1947 convention delegates that fm would have more listeners in two years than am and a year later. Wayne Coy, new FCC chairman, echoed his optimism with a prediction that fm would replace am in 10 years.



1949-1950: The shock of increased competition from the infant television industry as well as other media had many broadcasters running scared. Radio was on the verge of acquiring itself a massive inferiority complex. But the futuristic faction in the industry did not tread water and hope for the best. Broadcast Advertising Bureau—the predecessor of Radio Advertising Bureau—was born at the 1949 meeting to sell the power of radio advertising. Radio's transition period was under way. FCC Chairman Coy, at the 1950 convention, declared: "The winds of competition are blowing a terrific gale on the broadcasting business . . . the question is 'Can you sleep on a windy night?'" Most radio money was going into the till of some 800 pre-war stations and Chairman Coy was pessimistic about the economic future of 1,200 post war outlets. "The competition of the transition period may be too severe and . . . some of these stations might not swim," he said.

1951-1952: Tv moved in bag and baggage and when it set up housekeeping with radio. NAB became the National Association of Radio & Television Broadcasters. Harold Fellows was president-elect of NARTB in 1951. Rate cutting was the convention blockbuster. One network shook the industry's confidence by slashing rates in spite of warnings from such men as Edward Petry. He insisted that "radio has always been sold too cheaply." This was a gloomy time for many radio broadcasters who felt strongly that networks had sold them down the river. But encouragement came from new FCC Chairman Paul Walker in 1952. Stressing radio's grass roots strength, he said: "Radio is firmly entrenched and it is entrenched because it is rendering a local service to communities that they need and want. Radio to them is indispensable."



1953: Brigadier General David Sarnoff, recipient of the first annual Keynote Award, emphasized that "Radio is being used widely and intensively but it is being used differently . . . family listening is giving way to individual listening. . . . Radio can maintain large and loyal audiences by providing more programs of broad and select appeal. . . ." NARTB membership now stood at over 1,700. Radio broadcasters were strongly warned against rate cuts. NARTB research

had established that stations who had done so weren't making money although their revenue volume had been increased.



1954: John F. Meagher had been selected as the first NARTB vice president for radio. Rosel Hyde, acting chairman of the FCC, told an industry in search of new confidence that, "Radio is and will remain the basic communications medium of the United States. . . . The interest and attention that has been devoted to television may have obscured the continuing growth and development of aural broadcasting." The plain facts were that in the last 10 months 111 am grants had been authorized by the FCC, he said. President Fellows underscored the industry's mounting legislative problems and warned that too much time was spent "trying to cure something rather than trying to prevent it."

1955: "In many ways . . . the effect of your industry in swaying public opinion . . . may be even greater than the press. . . . That places added responsibilities to see that the news . . . is truthfully told with the integrity of the entire industry behind it." That was one observation made by President Eisenhower—the first president ever to address a broadcaster convention. At that same conclave, a young advertising agency president—David Mahoney—made certain recommendations that were so candid they would have jogged the conviction of the most outspoken forecaster of radio's demise. "Radio isn't dying, but old fashioned radio is dead. Radio is hurt by its own prophets of doom. . . . Let's not try to patch last year's dress and cry all the way to the poor house. Let's create the best-looking damn dress ever and be the hit of the ball. Get an honest rate card, exchange successful new program ideas, sell product sales results, back an industry supported rating service and re-establish radio's independence from *all* other media."



1956-1957: The notion that maybe the radio broadcaster's major troubles were behind him was taking hold. "We don't have to guess where we're going. We're there firmly established as the greatest low-cost mass medium in the land," said Henry Clay, NARTB radio board chairman. And President Fellows noted that ". . . the population of (radio) stations has gone up with such marked consistency that one begins to wonder where it will stop, if ever." The following year, suggesting radio's renewed faith in itself and in its future, Arthur Hull Hayes, CBS Radio president, observed: "Radio once saw seven fat years. Then it saw what many thought were seven lean ones. Now certainly it looks like seven and more fat ones again."



1958: A right which broadcasters had fought for and won 10 years before and then failed to utilize virtually dominated the conference. Industry and Government leaders strongly urged broadcasters to editorialize . . . a function of broadcasting that only five percent of the radio stations in the country were performing on a daily basis. Discounting the run-of-the-mill excuses for not doing so, FCC Chairman John Doerfer said: "It is difficult to see why a good editorial program should drive away sponsors and audience. In fact, new and exciting programming should attract both." The Fm Development Association was organized to promote and sell the service which was beginning to show new signs of prosperity with the advent of hi-fi and stereophonic sound. And NARTB had reverted to its former trade name in a bow to radio—National Association of Broadcasters. The change, in the view of Merrill Lindsay, radio board chairman, emphasized that the "membership has arrived at the place of mutual understanding where both radio broadcasters and television broadcasters are willing to stand side by side and proclaim that each is a part of the great American electronics communications medium." • • •







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WIBG (First Place)—"PATRIOTIC CONTESTS"
WJW-TV AND RADIO—"JUNIOR OLYMPICS"
WJBK—"COLLEGE CAMPUS PROGRAM"



honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.

STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV Toledo · **WJW-TV** Cleveland · **WJBK-TV** Detroit · **WAGA-TV** Atlanta · **WITI-TV** Milwaukee

WSPD Toledo · **WJW** Cleveland · **WJBK** Detroit · **WIBG** Philadelphia · **WWVA** Wheeling · **WAGA** Atlanta · **WGBS** Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Radio Equipment on

Behind the technical language, new developments in equipment spell out more effective station operation

Although the most talked about words at this year's equipment exhibits sound like cold-steel engineering—transistorization, automation, germanium rectifiers, multiplex and stereo—they actually spell out more effective station operation.

It can be seen by breaking down the engineering lingo into more simple equations that the end result of the latest equipment developments can mean easier and more varied programming facilities (am and fm) along with increased power.

The following is a report on equipment of interest to radio executives, as reported by these companies:

In the field of radio equipment, **Radio Corporation of America** is exhibiting a magnetic disc recorder (BQ-51), automatic turntable (BQ-103) and automatic programming equipment. The latter uses a punched paper system to pre-set and initiate various sources such as tables and tape recorders. The tape, which resembles that used in standard teletypewriter operation, is prepared in the studio on an RCA key-boarded perforator.

The magnetic disc recorder, RCA says, combines the advantages of magnetic tape with those of phonograph discs, using pre-grooved magnetic discs for fast recording and playback of spot announcements and similar material. The discs can be erased and used over again.

Among other equipment, RCA is displaying a remote control system with the BTF-5B transmitter, the BTA-5R am transmitter and the BTA-1R am transmitter.

General Electric Co.'s Technical Products Department will feature transistorized equipment that will include, among other things, an audio console. The chief radio attraction will be a 50,000-watt transmitter which GE claims is the first to use germanium rectifiers.

This year's GE exhibit is contained in a 2,645-square-foot booth, about 165 square feet more than last year.

An automatic tape spot player that is cartridge operated is the mainstay of the **Collins Radio Co.** exhibit. The firm feels it is the "practical answer to spot production problems." The spot player has automatic control and is adjustable to station automation. It is available in three models: Cabinet, rack-mounted and console which will be displayed at Collins 1,000 square feet of exhibit space.

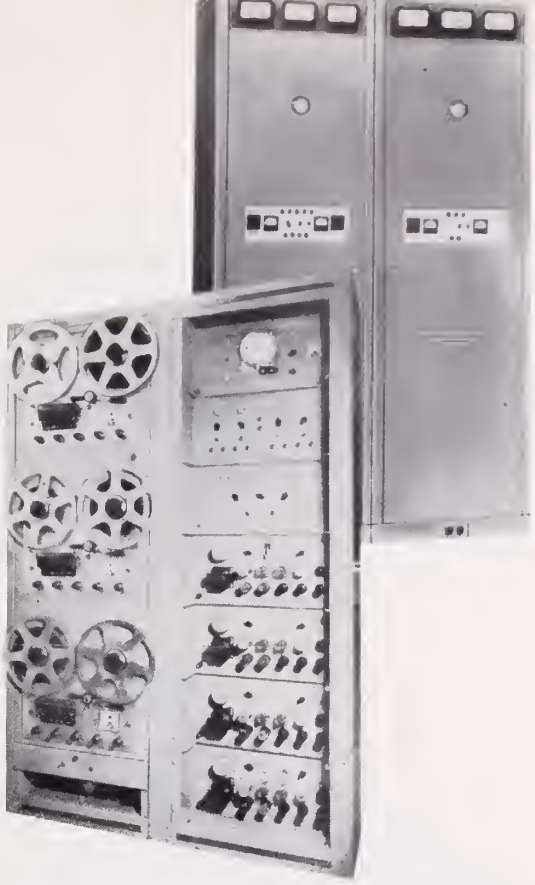
The unit's cartridges are made in three sizes. They can function for spot announcements or can even play 45 minutes of programming, plus announcer lead-ins and lead-outs. In addition, Collins is featuring an audio control console (model 212G).

Standard Electronics Division of Radio Engineering Laboratories Inc. is centering its radio equipment display around developments in fm transmitting equipment for fm/fm stereophonic broadcasting and other multiplex services. The new Standard Electronics line includes multiplex transmitters of several power ratings, amplifiers for increasing power output of fm transmitters and replacement exciter units to permit stereo or multiplex operation with existing transmitters. Specifically, Standard is showing, among other items, 250 watt and 3 kw transmitters for fm/fm stereo or multiplex, and 3 kw amplifiers.

Schafer Custom Engineering is featuring program automation equipment and remote control equipment. Since Schafer introduced its program automation equipment at last year's convention, it reports that nearly 50 complete systems have been placed in operation.

The Philco Corp. is showing a sampling of its 1959 all-transistor radio models, ranging from the VeeP ("no larger than a king-sized pack of cigarettes") to a

Display



three-way portable weighing four pounds. Multi-purpose sets include the T-60, a 14-ounce, six-transistor radio with a brass handle which allows it to hang on a wall; the T-65 in conventional portable size featuring Philco's "Scantenna" rotating handle-antenna combination and a built-in Magnecor aerial, and the five-transistor T-50, weighing 12 ounces and operating on four mercury batteries.

Of interest in the field of stereophonic sound is the Philco am/am stereophonic receiver, designed for the two-channel reception of what the company calls its "single-station am/am compatible stereo" system — a process which allows the listener to hear either one channel via am, or two channels from the same station via a standard set plus the new receiver.

Two new products developed by **Gates Radio Co.** during the past year are part of the display by this manufacturing engineering firm. The first, a "Level Devil" program gated amplifier designed for both radio and television use, has just recently gone on the market. The second, a spot tape recorder which the company believes will revolutionize the industry by its capacity to record "101 announcements, commercials or themes," will be on the market shortly.

Other material in the Gates exhibit includes a new BC-5P-2 5,000 watt am transmitter, a new FM-5B 5,000 watt fm transmitter with multiplex, a new CB-500 transcription turntable, a new M-4990 frequency monitor, a BC-50B 50,000 watt am transmitter, a BC-1T 1,000 watt am transmitter, a Nite-Watch automatic programming system, an RDC-200 remote control system, a CB-4 horseshoe desk assembly, broadcast remote amplifiers, and Dualux, Studioette and Gatesway consoles.

General Radio Co. presents two new developments for transmitter maintenance and operation. One is its type 1650-A impedance bridge, a device to measure resistors, inductors and capacitors in transmitters and studio equipment. The other is a miniature frequency standard which the company describes as enabling the transmitter engineer to check all frequencies involved in the operation of his transmitters and monitors without recourse to a commercial frequency-measuring service.

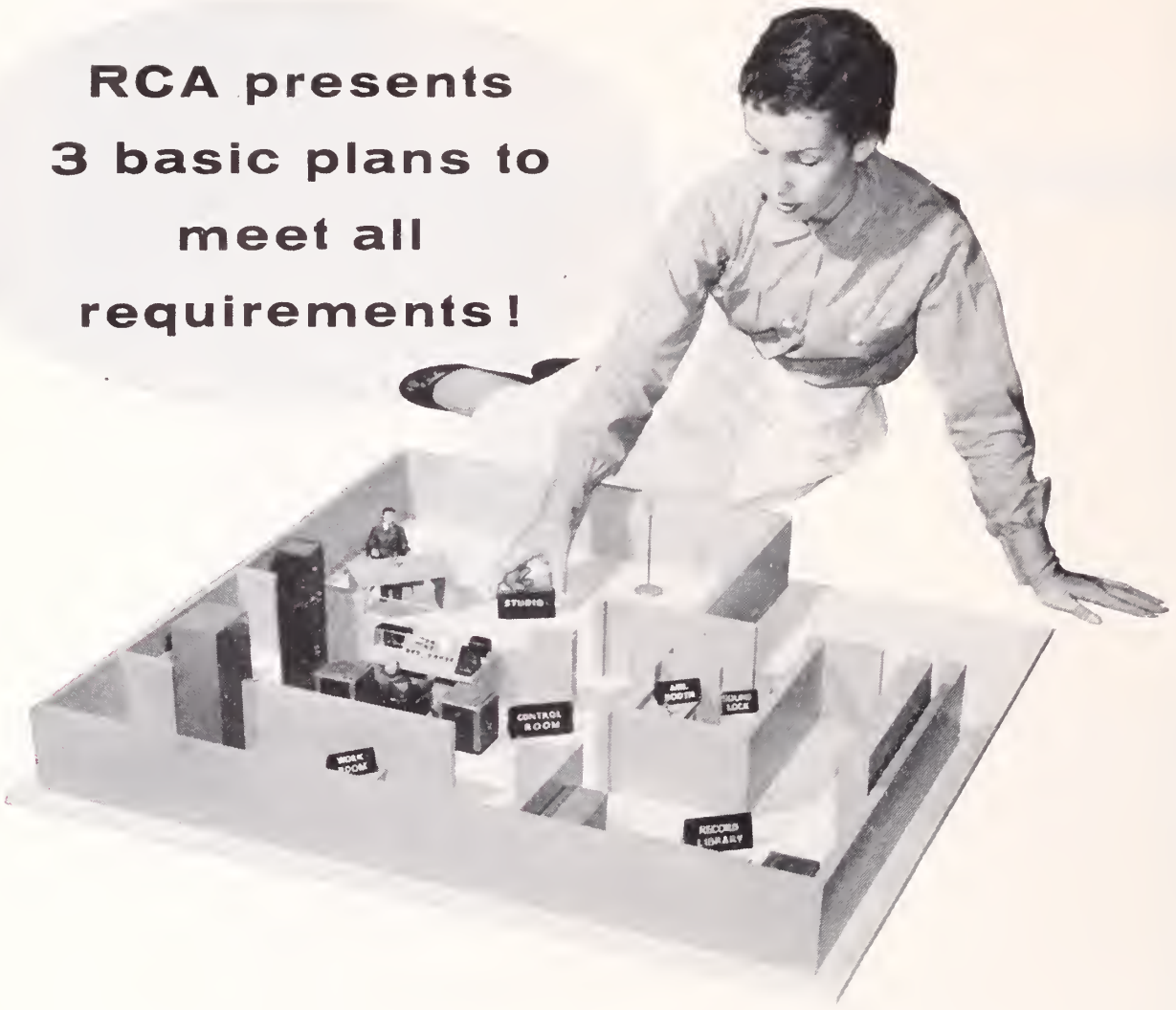
New tower lighting isolation transformers have star billing at the **Hughey & Phillips Inc.** exhibit. The company's showing of tower obstruction lighting equipment will also include demonstration of its Remote Lamp Failure Indicator System plus tower light control and alarm units for unattended microwave relay stations. In addition, combination photoelectric control and beacon flasher units will be on display.

The official convention exhibits are limited this year to Exhibition Hall at the Conrad Hilton. Light equipment exhibits such as radio transcription firms are not officially permitted displays. These firms, however, will be represented for the most part in suites at the Hilton or Sheraton-Blackstone. SESAC Inc. reports it has a hospitality suite located at the Hilton at rooms 1205A-1206A. Standard Radio Transcription Services Inc. is at the Sheraton Blackstone on Floor 1. Harry S. Goodman Productions Inc. is also at the Blackstone at the Petite Room. Broadcast Music Inc., Community Club Services Inc. (148-A) and Lang-Worth Feature Programs Inc. (suite 919) are at the Hilton. Also at the Hilton are RCA Recorded Program Services (600). Programatic Broadcasting Service (706) and World Broadcasting System (182). • • •

(Supplement p. 17)

Planning a Radio Station?

RCA presents 3 basic plans to meet all requirements!



These versatile plans illustrate how the very latest equipment can be arranged to perform efficiently with a minimum of capital and personnel. Since programming requirements vary, three basic plans, representing three specific categories of operation, are provided.

Plan "A" is for a typical small station and requires a minimum investment. A "combined" studio-transmitter operation contributes to its overall efficiency.

Plan "B," also is for a "combined" operation, but it provides additional facilities to allow for announce booth and other local program material. A typical community station of moderate size, it meets the widest range of applications.

Plan "C," with separate studio and transmitter locations, is functionally designed for big city operation. It highlights the advantages of a spacious two-studio station.

Building layouts, together with a discussion of equipment requirements and current trends, are included in a new Brochure. For your free copy, write to RCA Department R-337, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Equipment			
ADLER ELECTRONICS	Conrad Hilton	Exhibition Hall Space 28 & 923A	Ben Adler, Alfred Strogoff, Dr. Byron St. Clair, Carmen J. Auditore, Edward Galuska, Henry Shapiro, Emanuel Strunin, Martin Silver, John Klindworth, Wilson Leeper
ALFORD MANUFACTURING	Conrad Hilton	Exhibition Hall Space 29	Harold H. Leach, Fred Abel
ALLIED RADIO	Conrad Hilton	Space 1134A	
AMPEX CORPORATION	Conrad Hilton	Exhibition Hall Space 34 & 2200	Neal K. McNaughten, Tom Davis, C. R. Paulson, Frank G. Lennert, Jack Hauser
BROWNING LABS.	Conrad Hilton	Space 823A	
CATERPILLAR TRACTOR	Conrad Hilton	Exhibition Hall Space 26	C. U. Stone, J. C. Frisby, R. V. Bradley, C. D. Shrake, B. P Bessert, G. M. Cervenka
CENTURY LIGHTING	Conrad Hilton	Exhibition Hall Space 22	Edward F. Kook, James J. Fedigan, N. Sonny Sonnenfeld, Louis Erhardt, George Gill, Dale Rhodes, Earl Kohler
COLLINS RADIO	Conrad Hilton	Exhibition Hall Space 38	J. M. Haerle, H. O. Olson, B. V. Hite, E. G. Randolph, C. P. Glade, E. J. Maloney, J. F. Stanbery, G. C. Wetmore, F. P. Wallace, L. H. Leggett, R. N. Edwards, R. P. Comstock, J. H. Speck, E. J. Powell, T. W. Sharpe, Glenn Bergmann
CONRAC	Conrad Hilton	Exhibition Hall Space 31	W. J. Moreland, J. G. Jones, R. M. Alston, K. Williams, Parker Wickham, Don Ryrie
CONTINENTAL ELECTRONICS	Conrad Hilton	Exhibition Hall Space 36 & 723A	James O. Weldon, W. M. Witty, Thomas B. Moseley, Mark W. Bullock, Vernon Collins, Richard P. Buckner, W. D. Mitchell
DRESSER-IDECO	Conrad Hilton	Exhibition Hall Space 37 & 723	Dan Byrd, J. Roger Hayden, J. M. Hogan, Orville Pelky
ELECTRONIC APPLICATIONS	Conrad Hilton	Exhibition Hall Spaces 8-9	Sep Toisl, Vince Skee, Wilhelm Franz, Harvey Sampson, Jr., Ernie Stern
FOTO-VIDEO LABORATORIES	Conrad Hilton	Exhibition Hall Space 23	Albert J. Baracket, John Mahler, Bert Findlay, Jim Palmere, Gilbert Walton, Hans Nord, Irwin Lowenstein
GATES RADIO	Conrad Hilton	Exhibition Hall Spaces 2-3 & 1023	P. S. Gates, Larry Cervone, Norbert Jochem, Edward J. Wilder, John R. Price, Dick Spruill, Bill Moats, Urlin Whitman, Stan Whitman, Ken Neubrecht, Bud Ayer, C. O. Morgan, London England, Robert Kuhl, Jay Blakesley, Gene Edwards, Ed Hurt, Frank Grasett
GENERAL ELECTRIC	Conrad Hilton	Exhibition Hall Space 33 & 1500	W. J. Morlock, P. L. Chamberlain, Harold B. Towlson, J. Wall, M. E. Minich, M. Alves, S. J. Eby, M. R. Duncan, R. E. Baker
GENERAL ELECTRONIC LABORATORIES	Conrad Hilton	Exhibition Hall Space 35 & 1106A	Victor W. Storey, Philip Hayden, Robert Pritchard, Sal Fulchino, Captain W. G. H. Finch
GENERAL PRECISION	Conrad Hilton	Exhibition Hall Space 15	N. M. Marshall, E. J. Manzo, L. L. Pourcian, A. F. Brundage
GENERAL RADIO	Conrad Hilton	Exhibition Hall Space 25	Joseph E. Belcher, Charles A. Cady, Lane Gorton
THE HARWALD CO.	Conrad Hilton	Exhibition Hall Space 17	Robert Grunwald, Sam Caldwell, Richard Wallace, Howard Bowen
HUGHEY & PHILLIPS	Conrad Hilton	Exhibition Hall Space 27 & 2106	H. V. Claeson, J. H. Ganzenhuber, H. J. Geist, R. L. Lang, F. J. Little, Jr.
KAHN RESEARCH LABORATORIES	Conrad Hilton	Exhibition Hall Space 6	Leonard R. Kahn, Kenneth B. Boothe
MINNEAPOLIS-HONEYWELL	Conrad Hilton	Exhibition Hall Space 10	George W. McKnight, Gustave Ehrenberg
PHELPS DODGE COPPER PRODUCTS	Conrad Hilton	Exhibition Hall Space 4 & 1319	F. W. DeTurk, H. M. Edwards, R. Plant, H. Magnuson

radio

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
RADIO CORPORATION OF AMERICA (Industrial Electronic Products)	Conrad Hilton	Exhibition Hall Space 24 & 606A	T. A. Smith, C. H. Colledge, J. P. Taylor, H. R. Henken, A. F. Inglis, E. C. Tracy, M. A. Trainer, V. E. Tronant, P. Bergquist, P. A. Greenmeyer, E. T. Griffith, J. E. Hill, E. N. Luddy, A. H. Miller, D. Pratt, W. B. Varnum, R. B. Honston
RADIO CORPORATION OF AMERICA (Tube Division)	Conrad Hilton	Exhibition Hall Space 24 & 606A	H. C. Vance, J. E. Kelly, R. E. Johnson, R. E. Lawrence
SARKES TARZIAN	Conrad Hilton	Exhibition Hall Space 21	Biagio Presti, Dan Meadows, Wendell Fuller, Neff Cox, Jr., Gene Keith, Dale Buzan, Henry Cronin, Nubar Donoyan
STANDARD ELECTRONICS	Conrad Hilton	1018	
TELECHROME MANUFACTURING	Conrad Hilton	Exhibition Hall Space 30A	H. Charles Riker, J. R. Popkin-Clurman, S. S. Krinsky, Dave Chapman, Don J. Dudley, A. J. Reynolds
TELESCRIPT-CPS	Conrad Hilton	Exhibition Hall Space 11 & 1234A	Robert P. Swanson, Curtis Howard, Peter Jackson, Trygve W. Lund
UTILITY TOWER	Conrad Hilton	Exhibition Hall Space 5	C. E. Nelson, Jerry Nelson, V. G. (Bud) Duvall, Nathan Sholar
VISUAL ELECTRONICS	Conrad Hilton	Exhibition Hall Space 30 & 1218	James Tharpe, John Morrisey, Felix Bonvouloir, Cecil Grace, Bert Kupperman, Pat Gallagher, Wayne Marcy
NETWORKS			
ABC RADIO	Conrad Hilton	2306	Leonard H. Goldenson, president of AB-PT Simon B. Siegel, financial vice president, AB-PT Edward J. De Gray, vice president in charge, ABC Radio Harold Cranton, director of sales development & research Earl Mullin, manager of station relations Frank Atkinson, station relations regional manager
CBS RADIO	Conrad Hilton	1806A	Arthur Hull Hayes. President James M. Seward, executive vice president H. Leslie Atlass, vice president, Central Division William A. Schudt Jr., vice president affiliate relations Louis Hausman, vice president, advertising & promotion Jules Dundes, vice president, station administration Howard Barnes, vice president network programs Erie H. Salline, national manager, affiliate relations William H. Brennan, Jr., Western Division manager, affiliate relations Edward E. Hall, administrative manager. affiliate relations Jane Ann McGettrick. co-ordinator of Affiliate Clearances Sidney Garfield, director of press information William S. Brower, manager of program promotion merchandising
KEYSTONE	Conrad Hilton	806	Sidney Wolf. president Noel Rhys, executive vice president Edwin (Pete) Peterson. senior vice president Blanche Stein, director of station relations
MUTUAL	Conrad Hilton	1806	Blair Walliser, executive vice president Robert Hurleigh, senior vice president Sidney Allen, vice president, sales Charles Godwin, vice president, station relations Ray Diaz, director of station relations Don Lewitt, manager of station clearances James Z. Gladstone, comptroller Joseph Keating, program director Frank Erwin, sports & Co-op program director Hal Gold, director of public relations
NBC RADIO	Sheraton-Blackstone	508	Matthew J. Culligan, executive vice president in charge George Graham Jr., vice president, sales planning (Ambassador) Ludwig Simmel, manager of radio sales service & traffic (Blackstone)

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The complete transcribed service with recorded music for every need. Highly adaptable program and production aids.

"repertory recordings" . . .

SESAC's free EP service to the entire industry that has been acclaimed by over 25,000 key men in broadcasting.

***Special Series Programs* . . .**

The smartly-built, salable packages of scripts and discs centered around important national holidays, religious celebrations, sports events and other selling entertainment ideas.

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THE COLISEUM TOWER

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*Trade Mark

REPRESENTATIVES	HOTEL	SUITE	COMPANY REPRESENTATIVES
Representatives			
AVERY-KNODEL INC.	Sheraton-Blackstone	719	Lewis H. Avery, J. W. Knodel, Charles C. Coleman, Philip Schloeder, Roger O'Sullivan, Raymond Neihengen, Stuart I. Mackie, Herbert C. Jackson
BLAIR & CO.	Executive House		John Blair, Arthur McCoy, Clifford Barborka, Thomas Sinquira, Stuart Cochrane, John Boden, Robert Walton, Lewis Draper, Howell Malhan
BOLLING COMPANY	Conrad Hilton	1100	George W. Bolling, Dick Swift, Mort Barrett, Gill Blackey, James Dennis
THE BRANHAM CO.	Conrad Hilton		J. F. Timlin, Thomas Campbell, Norm Noyes, John Murphy, Dudley Brewer, Thomas Whitsen, Bob Brockman, Bob Mason, Bob Maggiore
HENRY I. CHRISTAL	Conrad Hilton	1306	Henry I. Christal, Irvin Gross, Philbin Flanagan
ROBERT E. EASTMAN	Conrad Hilton	1935A	Robert E. Eastman
FORJOE & CO. INC.	Conrad Hilton	1900	Joseph Bloom, Fred L. Bernstein, Lawrence Krasner, Robert Lazar
GILL-PERNA, INC.	Conrad Hilton	900	Helen Gill, John J. Perna, Jr., Walter Beadell, Irwin Unger, Don C. Dalton, Daniel W. Bowen, Allan S. Young
HEADLEY-REED CO.	Conrad Hilton After 6 p.m. Executive House	700	Frank W. Miller, Jr., Sterling Beeson, Jack Hardingham, Bob Schmidt, Geno Cioe, John H. Wrath, John Busby, Don Hamel, Earl Gallagher
GEO. P. HOLLINGBERY	Conrad Hilton	1600	George P. Hollingbery, F. E. Spencer, Harry H. Wise, Fred Hague, Jack Peterson, Richard Hunter, Joseph Payne
HAL HOLMAN CO.	Conrad Hilton	500	Hal Holman
H-R REPRESENTATIVES	Executive House		Frank M. Headley, Frank E. Pellegrin, James M. Alspaugh, Miss Avery Gibson, Dwight S. Reed, John T. Bradley, French L. Eason, Arthur D. Kelley, Grant M. Smith, Terrence R. Hughes, Rex Lathen, Stewart Lewis, Bernard Slavin
McGAVREN-QUINN	Executive House	3511	Daren F. McGavren, Donald Quinn, Ralph Guild, Bill Heaton, Ed Tilden, Walter Lake, Wendell Parmelee, Bob Galen
THE MEEKER CO. INC.	Conrad Hilton	1700	Robert D. C. Meeker, Edgar B. Filion, Charles E. Standard, Robert L. Dudley, Carl Jewett, Bob Manning, Charles Compton, Donald Palmer, Don Pontius
JOHN E. PEARSON CO.	Congress		John Pearson, Bill Wilson, Ray Henze, Jr., John Palmer, Jim Bowden
PETERS, GRIFFIN, WOODWARD, INC.	Sheraton-Blackstone		
EDW. PETRY & CO. INC.	Conrad Hilton	1400	Martin L. Nierman, Lee Jahncke, Jr., Ben Holmes, Ed Voynow, Bill Pipher, Len Smith
RADIO-TV Representatives	Sheraton-Blackstone	Petite Room	Peggy Stone, Ed Nickey, Sy Thomas
PAUL H. RAYMER CO., INC.	Executive House		Paul H. Raymer, Fred Brokaw, Stuart Kelly, Robert Rains, John Hicks, Ray Rhodes, Clay Forker
VENARD, RINTOUL & McCONNELL, INC.	Conrad Hilton	2100	Lloyd George Venard, James V. McConnell, Howdee Meyers, Steve Rintoul, Jr., Jerry Mulderig, Gordon Copeland, John Dragomeier, Clyde Melville
WEED & CO.	Congress		Joseph J. Weed, E. J. Fitzsimmons, Bates Halsey, J. C. Lyons, Herb Hobler, C. C. Weed, Bob Reardon, B. P. Pearse, Melvin Whitmire, Fred Edwards, E. C. Metcalfe, Boyd Rippey, George Lindsay
ADAM YOUNG INC.	Sheraton		Adam Young, Steve Machcinski, Jim O'Grady

Millions

heard this news first on ABC RADIO

FIRST!

ABC Radio News brings first word of Pope John's election to American public.



FIRST!

ABC Radio News reports Lebanese President Chamoun's appeal for help in Mid-East crisis.



FIRST!

ABC Radio News reports Charles de Gaulle will bid for leadership of French government.



1958: Year of tension and crisis. Far East, Mid-East, Latin America, U.S.A. Almost every part of the world was news. And in this memorable year ABC Radio News made news by consistently scooping its competition. The news beats above are but three examples.

One hundred and twenty-five ABC reporters and overseas correspondents bring the news to the American public almost as swiftly as it happens. Twenty-one foreign news bureaus — from Moscow to Tokyo, from London to Cairo — probe for news twenty-four hours a day, seven days a week.

ABC's domestic bureaus — staffed by such distinguished personalities as John Daly, Quincy Howe, Edward P. Morgan, John W. Vandercook, John Secondari and Bill Shadel — report and analyze world and national news.

Today's news is made — and changed — with great frequency. Major news breaks can't wait even for regularly scheduled news programs. With ABC's exclusive News Alert System, ABC stations can broadcast news flashes instantly. No matter where the news is made, their audiences keep up with the people, places and events of the hour — within seconds.

People depend on radio for news. And over 25,000,000 different people listen to ABC's award-winning news staff each month.* These people recognize ABC's leadership in news reporting. So do ABC affiliates and advertisers.

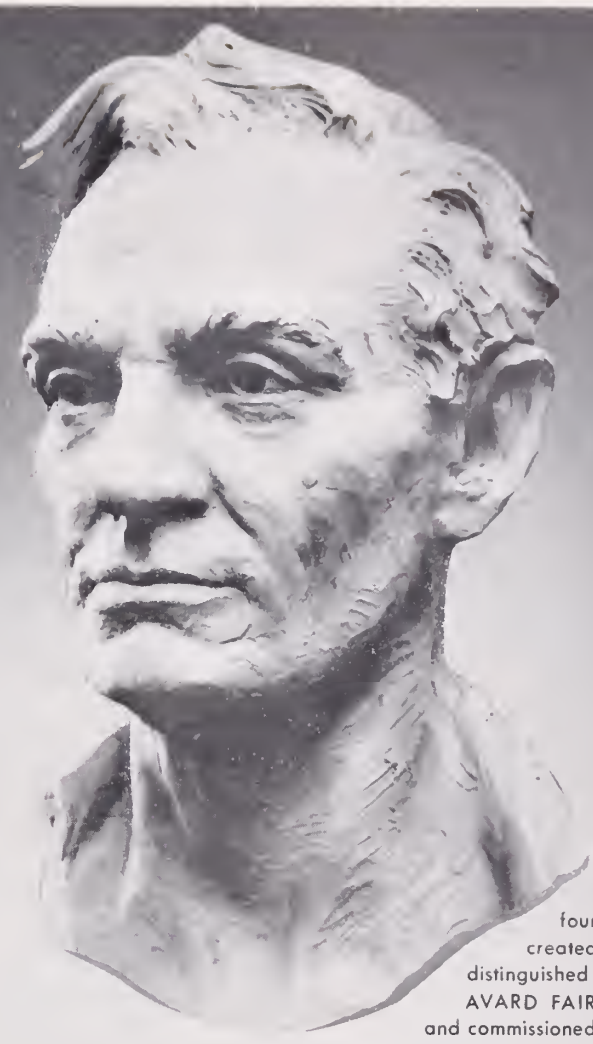
ABC RADIO NETWORK

**According to the A. C. Nielsen Company*

SERVICES	HOTEL	SUITE	COMPANY REPRESENTATIVES
Services			
ASSOCIATED PRESS	Sheraton Blackstone	Sheraton Room	Oliver Gramling, Louis Kramp
BROADCAST MUSIC INC.	Conrad Hilton		Glenn Dolberg and other officials of the company
COMMUNITY CLUB SERVICES INC.	Conrad Hilton	1218A	John Gilmore, Wm. M. Carpenter, Ralph Durham, Richard N. Robbins, Len Hornsby, A. R. Zicha, Boyd W. Lawlor, John E. Karr, Jerry Hauser, Tom Duggan, Phil Peterson, Todd Branson, Russ Hudson, Manny Steinhart, Earl Fowler
HARRY S. GOODMAN PRODUCTIONS	Sheraton Blackstone	Petite Room	Harry S. Goodman, Everett Goodman, Sid Robbins
ROBERT HALL PRODUCTIONS	Sheraton Blackstone	Floor 1	Robert Hall
LANG-WORTH FEATURE PROGRAMS, INC.	Conrad Hilton	919-920	John D. Langlois, Hugh S. Allen Jr., Ed Gardiner, John Courcier, Robert Boehmer, Arthur Baly
A. C. NIELSEN CO.	Conrad Hilton	1000	Henry Rahmel, John Churchill, George Blechta, Bill Wyatt, Joe Matthews, George Baillie, Ed Evans, Dave Traylor, Ben Wilson, Bill Weseloh, George Ralph, Erwin Ephron
PROGRAMATIC BROADCASTING SERVICE	Conrad Hilton	706	Charles Cowley, Joseph Roberts, John Esau, Norman Ostby, E. F. Hembrooke, John Jarvis, Edward Hochhauser
PULSE INC.	Conrad Hilton	2106A	George Sternberg, Allan Klein, George Herro
RCA RECORDED PROGRAM SERVICES	Conrad Hilton	600	Emmett B. Dunn, A. B. Sambrook, Edward H. Kelly, Ben Selvin, William F. Reilly, George Field, Wallace Cochran, Gus Hagenah, Jack Nadeau, John J. Alves
RADIO ADVERTISING BUREAU	Conrad Hilton	1522-3-4	Kevin B. Sweeney, John F. Hardesty, Miles David, Warren Boorom, Bob Nietman, Pat Rheaume, Carl Heiman
SESAC INC.	Conrad Hilton	1205-6A	Alice Heinecke, Evarard S. Prager, Jim Myers, Sidney Guber, Harold Fitzgerald, Edward Cooney, Glenn Ramsay
STANDARD RADIO TRANSCRIPTION SERVICES INC.	Sheraton Blackstone	Floor 1	Olga Blohm, Milton Blink
UNITED PRESS	Conrad Hilton Ambassador E.		C. Edmonds Allen, William C. Payette, Phil Curran, William Higginbotham
WORLD BROADCASTING, INC.	Conrad Hilton	1823-4	James H. Weathers, John S. Murphy, James McKnight, Hal Tunis, Dick Crane
Trade Publications & Associations			
ADVERTISING AGE	Conrad Hilton	1306A	
BROADCASTING	Conrad Hilton	706A	
PRINTERS INK	Conrad Hilton	1319A	
RADIO TELEVISION DAILY	Conrad Hilton	906	
SPONSOR	Conrad Hilton	1106	
SRDS	Conrad Hilton	1706A	
TELEVISION AGE	Conrad Hilton	1606	
TELEVISION BUREAU OF ADVERTISING	Conrad Hilton	819	
TELEVISION MAGAZINE	Conrad Hilton	1434A	
U.S. RADIO	Conrad Hilton	923	
VARIETY	Conrad Hilton	806A	

BMI presents another notable addition to its award-winning script series...

THE BOOK PARADE
THE AMERICAN STORY
THE WORLD OF THE MIND



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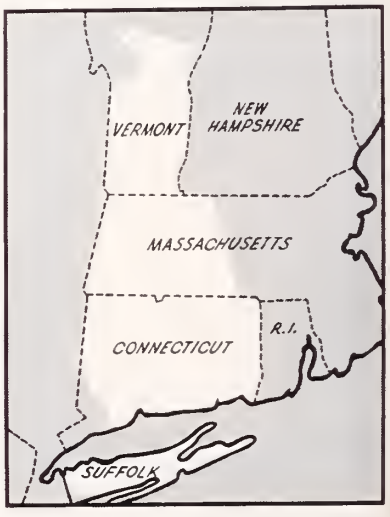
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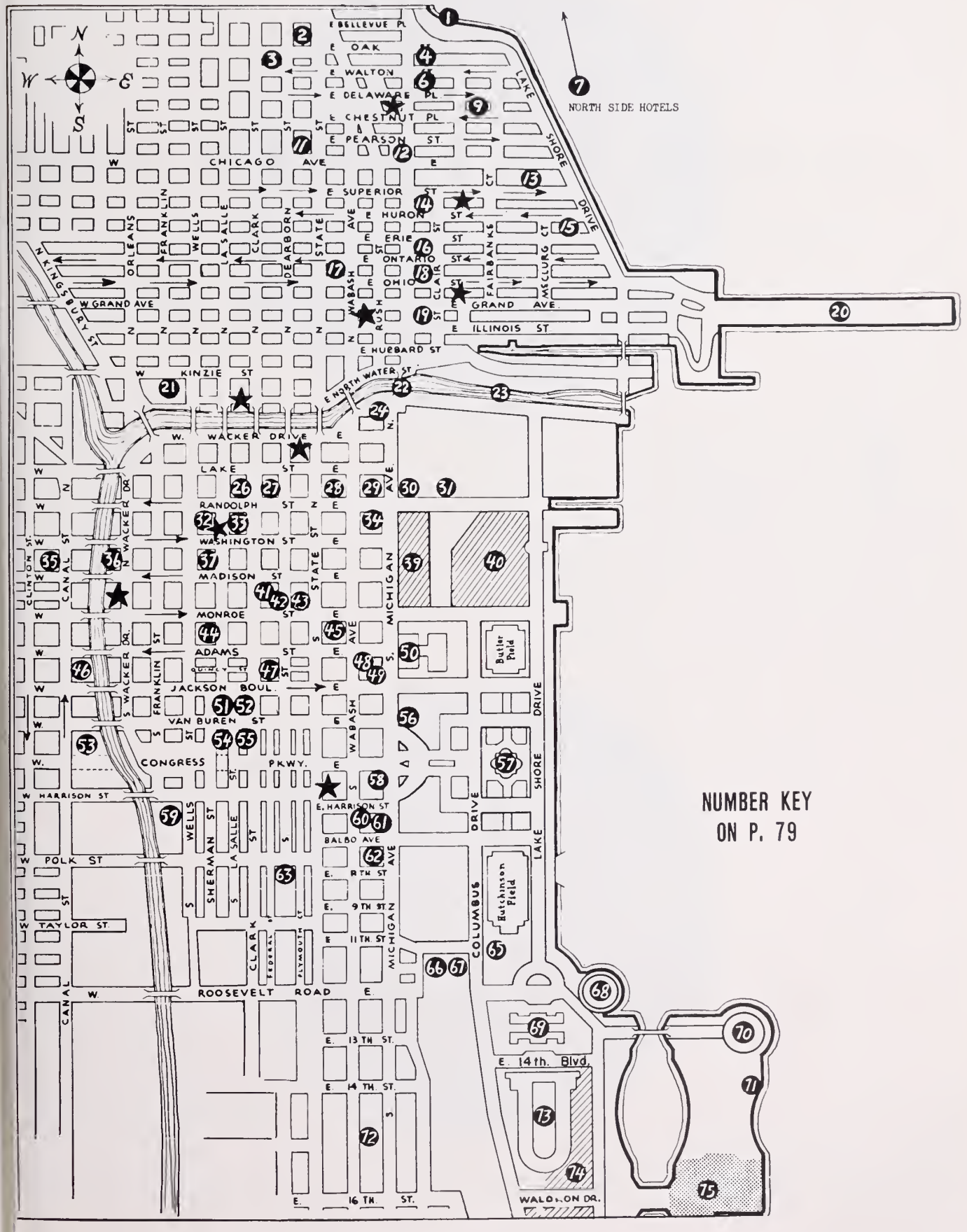


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NBC IN PHILADELPHIA



CONVENTION CITY

(See map, p. 77)

HOTELS

			Map Key #
Allerton	701 No. Michigan	SU 7-4200	14
Atlantic	316 So. Clark	WA 2-2646	52
Bismarck	171 W. Randolph	CE 6-0123	32
Congress	520 So. Michigan	HA 7-3800	58
Conrad Hilton	720 S. Michigan	WA 2-4400	62
Drake	E. Lake Shore Dr. & Michigan	SU 7-2200	4
Eastgate	162 E. Ontario	SU 7-3580	16
Executive House	71 E. Wacker	FI 6-7100	25
Fort Dearborn	401 S. LaSalle	WA 2-5700	55
Hamilton	20 S. Dearborn	RA 6-6100	42
Harrison	65 E. Harrison	HA 7-8000	60
Knickerbocker	163 E. Walton	WH 3-2000	6
LaSalle	LaSalle & W. Madison	FR 2-0700	37
Morrison	79 W. Madison	FR 2-9600	41
Palmer House	State & Monroe	RA 6-7500	45
St. Clair	162 E. Ohio	SU 7-4460	18
Seneca	200 E. Chestnut	SU 7-2380	9
Sheraton	505 N. Michigan	WH 4-4100	19
Sheraton-Blackstone	S. Mich. & E. Balbo	HA 7-4300	61
Sherman	Clark & Randolph	FR 2-2100	26

North Side Hotels

			Map Key #
Ambassador Hotels	N. State & East Goethe	SU 7-7200	7
Belmont	3172 Sheridan	BI 8-2100	7
Chelsea	920 W. Wilson	LO 1-3000	7
Edgewater Beach	5349 N. Sheridan	LO 1-6000	7
Plaza	59 W. North	SU 7-2680	7
Sheridan Plaza	4607 N. Sheridan	LO 1-1900	7

POINTS OF INTEREST

	Map Key #
Adler Planetarium	70
American Furniture Mart	15
Art Institute	50
Band Shell	65
Board of Trade (Observation Tower)	51
Buckingham Fountain	57
Chicago Coliseum	72
Chicago Natural History Museum	69
Chicago Public Library	34
Chicago River	23
City Hall and County Bldg.	33
John Crerar Library	29
Grant Park Garage (Underground)	39
Medinah Temple	17
Merchandise Mart	21
Merrill C. Meigs Airport	75
Michigan Ave. Bridge—Waterfront Boat Cruises	22
Midwest Stock Exchange	44
Monroe Street Parking Lot	40
Navy Pier	20
Newberry Library	3
Northwestern University—Chicago Campus	13
Oak Street Beach	1
Opera House	36
Orchestra Hall	49
Prudential Bldg. (Observation Tower)	31
Roosevelt Road Beach	71
Shedd Aquarium	68
Site of Original Fort Dearborn	24
Soldier Field	73
Soldier Field Parking Lot	74
U. S. Courthouse	47
U. S. Post Office	53
Visitors Bureau—Chicago Association of Commerce and Industry	43
Water Tower	12

★ Municipal Parking Garages

RAILROADS AND BUS STATIONS

			Map Key #
Chicago & North Western	500 W. Madison	FI 6-7979	35
Chicago North Shore & Milwaukee	223 S. Wabash	HA 7-8471	48
Chicago South Shore & South Bend—Central Station	151 E. Randolph	WA 2-0460	66
Chicago South Shore & South Bend—Van Buren Station			56
Chicago South Shore & South Bend—Randolph Station			30
Dearborn Station			63
Grand Central Station			59
Greyhound Bus Terminal	Clark & Randolph	FI 6-5000	27
Illinois Central	Central Station	WA 2-4811	67
LaSalle Street Station			54
National Trailways Bus Depot	20 E. Randolph	RA 6-9510	28
Union Station		FI 6-5200	46

THEATRES

Shubert, 22 W. Monroe — CE 6-8240
"Music Man" 8:30 nightly except Sunday

Michael Todd, 170 W. Dearborn — CE 6-0290
"Two for the Seesaw" 8:30 nightly except Sunday

Civic Theatre, Wacker Dr. & Washington — FR 2-1436
"The Girls in 509" 8:30 nightly except Monday

Erlanger, 127 N. Clark — ST 2-2459
"The Warm Peninsula" 8:30 nightly except Sunday

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ON THE GOLD COAST OF THE GULF COAST

One-tenth of the Negroes of America are in the coverage area of THE OK GROUP! Their average annual family income is in the $3000 to $4014 bracket. WBOK, New Orleans, reaches a Negro market of 35% of the population. KYOK, Houston, reaches a Negro market of 22%. WLOK, Memphis, reaches a Negro market of 42%. WXOK, Baton Rouge, reaches a Negro market of 44%. WGOK, Mobile, reaches a Negro market of 44%. KAOK, Lake Charles reaches a Negro market of 30%.. You

NOBODY.. BUT NOBODY.. HAS MORE KNOW HOW.. More Proven

There is far more to selling the Negro market than good Negro Personalities. You also need intensive merchandising and promotion . . . support which THE OK GROUP gives all its advertisers. And even more important is a knowledge of the Negro people . . . their buying habits . . . their brand preferences . . . their product preferences . . . their personal habits and responses. THE OK GROUP digs for this information . . . we are experts on the subject. THE OK GROUP has just acquired exclusively an



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Write for a presentation for your agency or your client!

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DID IT AGAIN!!!!

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2 WEEKS AFTER IT HIT THE AIR

Launched with the greatest promotional blast ever witnessed by any group of Negro consumers and advertisers . . .

WGOK bombshelled its way to popularity.

Result . . . Amazing sales reports . . . now available for your inspection from the advertisers' letters.

The Tested OK GROUP Program Format and Selection of Star Personalities . . . Did It Again!

These are the Ear Catching Names of the WGOK Personalities:

These Negro Personalities not only Tell . . . they SELL!

Big Daddy Dandy

A Rhythm & Blues man who sells and sells again. Playing the top twenty Negro tunes . . . Selected by the OK Group formula.

Miss Mandy

A skilled personality with a spiritual show achieved through years of experience as a Church singer and star stage personality.

Topsy Turvy

Imported from KYOK, Houston as the best known Negro personality there . . . He captured the Mobile Audience with his Jive and Blues program. A real air salesman trained in OK GROUP selling techniques.

Deacon Sam

Trained in New Orleans . . . a spiritual man who knows the music . . . and has the know how to win his listeners through sincerity and reverence.

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Group



,000 NEGROES

restaurants

(LWB = liquor, wine, beer.)
*Indicates Diner Club membership.

The following restaurants have been recommended by Gourmet's Guide to Good Eating.

*ALLGAUER'S RESTAURANT—6666 N. Ridge Ave. Open 11 AM–2 AM. Lunch $1.25 to $4.25. Dinner $2.95 to $5.15 LWB. *"Features lobster, seafood, prime aged steaks, and chops. Excellent."*

*AMBASSADOR EAST HOTEL—1301 N. State Parkway. Pump Room: Open 12 N–3 AM. Open only for brunch on Sun. A la carte only. Lunch entrées about $3. Dinner entrées about $6. LWB. The Buttery: Open 12 N–3 AM. Open only for brunch on Sun. A la carte only. Lunch entrées about $3. Dinner entrées about $6. LWB. *"Two of the best, if not the best, restaurants between San Francisco and New York." "Absolutely the best Continental cuisine in all of Chicago."*

BAMBOO INN—11 N. Clark St. Open 11 AM to 12 Midnight. Lunch 70¢ to $1.50. Dinner $1.50 to $3.50. LWB. *"A fine Chinese restaurant featuring authentic Cantonese cuisine."*

BARNEY'S MARKET CLUB—741 W. Randolph St. Open 7 AM 2 AM. Table d'hôte only. Lunch $1.15 to $1.75. Dinner $2.50 to $4.50. LWB. *"Live Maine lobsters, fresh daily, and prime steaks perfectly aged. Gay, friendly atmosphere."*

BERGHOFF RESTAURANT—17 W. Adams St. Open 11 AM–9:30 PM. Closed Sun. A la carte only. Lunch entrées $1 to $2.50. Dinner entrées $1.50 to $4.50. LWB. *"Wonderful food at reasonable prices. A throwback to the Gay Nineties."*

BINYON'S RESTAURANT—327 Plymouth Court. Open 11 AM–10 PM. Closed Sun. Lunch $1.85 to $2.50. Dinner $2.75 to $4.75. LWB. *"Really wonderful German food! Pot roast is terrific—so is the boiled beef with horseradish sauce."*

BISMARK HOTEL, SWISS CHALET—171 W. Randolph St. Open 12 N 1 AM. Lunch à la carte only, entrées $1.65 to $3. Dinner $4.15 to $5.25. LWB. *"Wonderful food, lovely music and beautiful dining room. My favorite in Chicago."*

*A BIT OF SWEDEN—1015 N. Rush St. Open 5 PM 9:30 PM; Sun. 1 PM–9 PM. Table d'hôte only. Dinner $2.25 to $3.75. LWB. *"Above average Scandinavian cuisine."*

BLACK FOREST RESTAURANT—2636 N. Clark St. Open 11:30 AM 4:30 AM. Lunch $1.25 to $2.50. Dinner $2 to $4.50. LWB. *"Delicious food— steaks, sea foods, German specialities and wild game." "Excellent cuisine—wide variety of entrées, fine service."*

CAFE BELLINI—1014 N. Rush St. Open 4:30 PM 1 AM; Sat. & Sun. 12 N–1 AM. Closed Mon. Coffees & Teas 45¢ to 85¢. Desserts 20¢ to 50¢. *"Quaint Italian coffee shop serving sixteen different kinds of coffee and very good pastries."*

*CAFE BOHEMIA—Adams & Clinton Sts. Open 11:30 AM to 12 Midnight. Closed Sun. & Holidays. Lunch $1.50 to $2.75. Dinner $1.95 to $9.95 LWB. *"One of the best restaurants for game in the country. Venison, bear, elk, and game fowl. Everything very well prepared."*

*CAFE DE PARIS—1260 N. Dearborn Parkway. Open 5 PM–1AM. Dinner $3.75 to $6. LWB. *"Small, cozy dining room, superior food. Chicken Jim Brady, duckling bigarade and salads are particularly noteworthy. The service is excellent and no one hurries you along."*

THE CAMEO—116 E. Walton Pl. Closed Sun. Lunch about $1.75. Dinner about $3.50. LWB. *"French overtones add delightful flavor to the food here."*

CHEZ PAUL RESTAURANT FRANCAISE—180 E. Delaware Pl. Open 12N–9:30 PM. Closed Sun. Lunch $1.60 to $2.75. Dinner $3.25 to $5.50. LWB. *"Very fine French food." "Crab meat à la Paul, Dover sole sautéed in butter with almonds, roast duckling, chicken à la Paul. Some of the most pleasing meals I've had."*

CITRO'S—181 E. Lake Shore Drive. Open 11:45 AM–2 AM. Closed Sun. Lunch $1.25. Dinner à la carte only, entrées $2.50 to $4.95. LWB. *"Of particular interest to the gourmet are their chicken, steaks and chops."*

CLUB ALABAM—747 N. Rush St. Open 6 PM–4 AM. Closed Sun. & holidays. Dinner $2.50 to $4. LWB. *"Outstanding American cuisine—fine steaks and chops."*

CLUB CORSICA,—7918 S. Western Ave. Open 12 N–12 Midnight. Closed Tues. Table d'hôte only. Lunch $1.10 to $2.25. Dinner $2.75 to $6.75. LWB. *"An adventure in eating for those who like Italian food. It's outstanding."*

CLUB EL BIANCO—2747 W. 63rd St. Open 12 N–12 Midnight Lunch $1.50 to $4. Dinner $2.75 to $6.50. LWB. *"Absolutely the best Italian restaurant yet! The quality of the food is the highest and the quantity fantastic."*

*COMO INN 546 Milwaukee Ave. Open 11 AM–1 AM; Sat. 11 AM–3 AM. Lunch $1.05 to $1.95. Dinner $2.85 to $5.25. LWB. *"A choice selection of specialties with either an American or Continental flavor."*

CORONA RESTAURANT—531 Rush St. Open 11 AM 2 AM. A la carte only. Lunch entrées 90¢ to $1.50. Dinner entrées $2 to $6. LWB. *"For a divine steak dinner, order Harry's Special Wonderful Italian salad, good soups."*

*COUNTRY CLUB HOTEL—6930 S. Shore Drive, Rte. 41. Open 11 AM 9 PM. Closed Mon. Lunch $1 to $1.50. Dinner $2.50 to $4. LWB. *"High type of hotel cuisine."*

*DON THE BEACHCOMBER—104 E. Walton Pl. Open 4 PM–1 AM. A la carte only. Dinner entrées about $4 LWB. *"Cantonese food is the best we have found in Chicago." "Fine Cantonese food and a wonderful variety of rum drinks." "Excellent Oriental cuisine, plus every imaginable rum drink."*

*DON ROTH'S NEW BLACKHAWK RESTAURANT—139 N. Wabash. Open 11 AM–10:30 PM.; Sat. 11 AM–1 AM; Sun. 3:30 PM–10 PM. Lunch $1.25 to $1.95. Dinner à la carte only, entrées $2.50 to $5.50. LWB. *"Wonderful roast beef and baked potato."*

THE DRAKE HOTEL—Lake Shore Drive & Upper Michigan Ave. Camellia House: Open 12 N–1:30 AM. Lunch $2.50 to $3.50. Dinner $5.50 to $7.50. LWB. Cape Cod Room: Open 12 N–12 Midnight. A la carte only. Dinner entrées $1.75 to $5. LWB. Oak Room: Open 7 AM–9 PM. Lunch 95c to $1.50. Dinner $2.50 to $3.65. LWB. *"Incomparable sea food in the Cape Cod Room. The food in this hotel is as good as and better than you'll find anywhere." "The cuisine here is perfection—Camellia House is French, Cape Cod Room has sea food fit for a king, and the Oak Room serves fine American meals."*

*EMBERS—67 E. Walton & 1034 N. Dearborn. Open 5 PM–2 AM. Dinner $2.95 to $4.95. LW. *"Serves only roast beef, baked potato and salad. So good that we never even consider going any place else for this dish." "Superb." "Very popular, so better make a reservation."*

*ERIE CAFE—658 N. Wells St. Open 11 AM–2 AM. Closed Sun. A la carte only. Lunch entrées $1 to $2. Dinner entrées $2 to $5. LWB. *"Extra large steaks are the specialty. You have to see 'em to believe 'em."*

*FRITZEL'S—State at Lake Sts. Open 11 AM–1 AM. Lunch $1.35 to $2.70. Dinner $2.85 to $5.25. LWB. *"Excellent steaks, sea food and Continental specialties."*

THE GARDEN OF THE ART INSTITUTE OF CHICAGO—Michigan at Adams. Open 11 AM–4 PM. Closed Sun. & Oct. through Apr. A la carte only. Lunch entrées $1.24 to $1.50. *"Wonderful for summer luncheon."*

GEORGE DIAMOND CHARCOAL BROILED STEAK HOUSE—512 S. Wabash Ave. Open 4 PM–12:30 Midnight. Closed Dec. 24 & 25. Dinner $1.95 to $4.95. LWB. *"Undoubtedly the best steak in Chicago! Cooked to order exactly as you specify. Also a bottomless salad bowl of tossed greens with a choice of three special dressings. Can't recommend this place highly enough."*

GRANATO'S PIZZERIA—907 W. Taylor St. Open 11:30–4 AM. Lunch à la carte only, entrées 60e to $3. Dinner $2 to $3.25. LWB. *"In the Italian district. Have been eating pizza here for over twenty years and haven't been disappointed yet."*

HENRICI'S RESTAURANT, 67 W. Randolph St. Open 8 AM to 1 AM. Lunch $1.20 to $2.50. Dinner $1.95 to $4.95. LWB. *"Excellent fare—steaks and chops, as well as Continental and German specialties prepared to perfection."*

*IMPERIAL HOUSE—50 E. Walton Pl. Open 11:30 AM–1 AM; Sun. 4:30 PM–1 AM. A la carte only. Lunch entrées $1.75 to $4. Dinner entrées $3.75 to $6.75. LWB. *"Superb Continental cuisine. Elegant atmosphere. Should definitely be*

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Farmers don't buy a $4,000 tractor or a $1,000 load of feed on impulse. They're thinking men. They insist on facts and figures—carefully weigh and compare them before they buy.

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listed as Chicago's finest." "Most fashionable place to dine in all of Chicago."

*IRELAND'S OYSTER HOUSE—632-38 N. Clark St. Open 11:30 AM-1 AM. Lunch $1 to $2.50. Dinner $2 to $6. LWB. *"Any type of fish or sea food in season. Well prepared."*

*ISBELL'S—940 Rush St. Open 11 AM-2 AM. Lunch $1.15 to 2.25. Dinner $2.25 to $4.75. LWB. *"Has maintained a high standard of American food for many years now."*

*ITALIAN VILLAGE, LA CANTINA—71 W. Monroe St., cellar level. Open 11:30 AM-1 AM. Closed Sun. Lunch $1.85 to $2.50, Dinner $3.00 to $6.50. LWB. *"Fine Italian cuisine and it's authentic."*

*JACQUES FRENCH RESTAURANT—900 N. Michigan Ave. Open 11:30 AM 12 Midnight. Lunch $1.80 to $3. Dinner $3.80 to $5.95. LWB. *"In the summer the outdoor dining room has a gay, sidewalk café atmosphere. It's wonderful!" "All dishes are excellent in the grand French manner."*

JIM SAINE'S RESTAURANT—871 N. Rush St. Open 11 AM-1 AM. Lunch $1.45 to $1.85. Dinner $3 to $3.85. LWB. *"Nicely prepared American food priced within reason. Try the pepper steak in wine sauce."*

KUNGSHOLM SCANDINAVIAN—100 E. Ontario St. Open 11:30 AM-10:30 PM. Closed Sun. & holidays. Table d'hôte only. Lunch $2 to $3.50. Dinner $3.75 to $7. LWB. *"Beautiful smörgåsbord table—food tastes as good as it looks. Home of the famous Puppet Opera Show." "Luxurious atmosphere and Scandinavian cuisine with much appeal for the palate." "Smörgåsbord de luxe. Puppet Opera a must!"*

*L'AIGLON—22 E. Ontario St. Open 11 AM-12 Midnight. Closed Sun. Lunch $1.50 to $4. Dinner $3.25 to $6. IWB. *"Classic French cuisine."*—G.K. *"The setting is exquisite; the food, excellent."*

LA SALLE HOTEL, LOTUS ROOM—LaSalle at Madison St. Closed Sun. Lunch $1.50 to $4. Dinner $3.25 to $6. LWB. *"Classic French cuisine." "The setting is exquisite; the food, excellent."*

*LE PETIT GOURMET—619 N. Michigan Ave. Open 11 AM-11:30 PM; Sun. 12 N-8 PM. Lunch 95c to $1.75. Dinner $1.75 to $4. LWB. *"A bit of old New Orleans. Interesting menu with German and Italian specialties."*

LITTLE FRENCH CAFE—1525 Howard St. Open 11:30 AM-12 PM. Lunch $1.10 to $1.45. Dinner $2.50 to $4. LWB. *"Fine French food, reasonable prices." "Where the French meet to eat. The turbot and stuffed mushrooms are delicious."*

LONDON HOUSE—360 N. Michigan Ave. Open 7:30 AM-4 AM. Lunch $1 to $2. Dinner $2.50 to $6. LWB. *"Fine place for businessmen who want simple surroundings and a top-notch steak." "Top-name jazz entertainment."*

MCNAUGHT'S NEW ORLEANS SHRIMP HOUSE—1019 N. Rush St. Open 5 PM-11 PM; Fri. & Sat. 5 PM-1 AM. Closed Mon. A la carte only. Dinner entrées $1.75 to $3. *"French fried shrimp suprême, Creole gumbo and garlic bread!"*

MILLER'S STEAK HOUSE—7011 N. Western Ave. Open 11:30 AM-1:30 AM. A la carte only. Lunch entrées $1.45 to $2.95. Dinner entrées $2.50 to $5.25. LWB. *"Varied menu—all good."*

MISTER KELLY'S—1028 N. Rush St. Opens 4:30 PM-4 A.M. Dinner $4.95 to $6. LWB. *"Good steaks; unusual salad."*

OLD HEIDELBERG—14 W. Randolph St. Open 11 AM-1 AM. Lunch $1.30 to $4.25. Dinner $2.10 to $7. LWB. *"German cooking of a superior nature, plus fine lobster."*

THE PALMER HOUSE—Wabash Ave. Open 11:30 AM-1 AM. Lunch $1.25 to $2.25. Dinner $2.50 to $4.50. LWB. *"String music and luxurious decor set just the right mood for the fine food served here."*

PETE & JENNIE'S WELCOME INN PIZZERIA—7517 N. Western Ave. Open 4 PM-2 AM. Dinner $1.25 to $3.25. LWB. *"Fine Italian meals. Superlative pizza."*

THE PIT—1139 N. Dearborn St. Open 5 PM-1 AM. Closed Sun. A la carte only. Dinner entrées $2.75 to $5.50. LWB. *"American menu features barbecued spareribs. Coleslaw boasts a dressing that is divine."*

*THE RED CARPET—28 W. Elm St. Open 5 PM-2 AM. Closed Sun. during July & Aug. Dinner $3.75 to $7.50. LWB. *"A hint of Haiti in the décor and food. The latter, though, is primarily Continental. Seats only forty people, so be sure to make a reservation." "Such interesting delicacies as tortue marchard de vin—green turtle steak sautéed in butter and simmered in Burgundy wine sauce. Excellent!"*

THE RED STAR INN—1528 N. Clark St. Open 4 PM-12 Midnight. A la carte only. Dinner entrées $1.75 to $3.75. LWB. *"Well established old German-Bavarian eatery. Red cabbage and kartoffelklösse are superior. Also German dessert pancakes." "Superb. Impossible to find better German food. Imported beer on tap."*

*RICCARDO STUDIO RESTAURANT—437 Rush St. Open 11:30 AM 4 AM. *"Chicago's best known Italian restaurant. Good wines." "Excellent Italian food, especially garlic bread."*

RICE BOWL—4539 Broadway. Open 11 AM-12:30 Midnight. Lunch 70¢ to $1.25. Dinner $1.50 to $3.95. *"Superb Cantonese specialties."*

ST. HUBERT'S OLD ENGLISH GRILL—316 S. Federal St. Open 11 AM-12 Midnight. Closed Sun. & holidays. Lunch $2.50 to $4. Dinner $5 to $7. LWB. *"Old English setting, paneled ceilings and walls. Best charcoal mutton chops and baked potato." "Expensive—everything—but for a special treat, this is it!"*

*SHANGRI-LA—222 N. State St. Open 4 PM-2 AM. A la carte only. Dinner entrées $1.50 to $4. LWB. *"Cantonese food par excellence. Exotic drinks. Very pleasant atmosphere."*

*SHERMAN HOTEL—Clark & Randolph Sts. Open for lunch, dinner & supper. LWB. *"They know how to cook fish! Just to firmness, not tough." "Delicious trout amandine."*

*SINGAPORE RESTAURANT—1011 Rush St. Open 5 PM-4 AM. A la carte only. Dinner entrées $2.35 to $5.25. LWB. *"The finest charcoal-broiled ribs we have eaten anywhere in the country."*

SOVERIGN HOTEL, STUART ROOM—6200 N. Kenmore St. Open 5 PM-2 AM. Closed Mon. Dinner $2.50 to $4.50. LWB. *"Very 'gemütlich' atmosphere. Wonderful service—large silver coffee urn wheeled to one's table, also a tremendous Lazy Susan full of such appetizers as stuffed fish, sour cream and chopped liver. Prime meat and magnificent pastry."*

*STOCKYARD INN—4178 S. Halsted. Open 7 AM-11 PM. Lunch $1.25 to $2.75. Dinner $3.25 to $6.75. LWB. *"Fabulous cuts of beef, perfectly selected and aged. I've often tasted meat as tender, but never as flavorful." "What can I say? It's great."*

STOP & SHOP RESTAURANT—16 W. Washington St. Open 11 AM-8 PM. Closed Sun. & Holidays. Lunch $1 to $1.30. Dinner $1.50 to $2.80. LWB. *"Good food and fast service."*

*TEDDY'S ITALIAN RESTAURANT—16 E. Huron St. Open 12 N-2 PM. Lunch 75c to 1.25. Dinner $2 to $4.50. LWB. *"Not only fine Italian specialties, but delicious steaks, chops and sea food."*

THE WHITEHALL CLUB—105 E. Delaware Pl. Open 12 N-2 AM. Closed Sun. A la carte only. Lunch entrées $1.50 to $3. Dinner entrées $2.50 to $5. LWB. *"Famous for chicken Martinique, eggs Whitehall, and homemade chocolate ice cream. Club sandwiches are served on toast which has been flavored with Roquefort cheese. Most interesting and delicious food."*

WILLIAM TELL, THE HOUSE OF FINE STEAKS—5711 W. North Ave. Open 5 PM-2 AM; Sun. & holidays 3 PM-12 Midnight. Closed during Mar. Dinner 2.50 to $7. LWB. *"Replica of a Swiss inn with a touch of modern design. Food is very tasty—relish tray is a meal in itself. Zither music."*

*WINDERMERE EAST HOTEL, THE ANCHORAGE—1642 E. 56th St. Open 7 AM-1 AM. Lunch $1.65 to $1.95. Dinner $2.55 to $4.50. LWB. *"Varied menu. Excellent preparation and service. Moderate prices."*

WRIGLEY BUILDING RESTAURANT—410 N. Michigan Ave. Open 10 AM-9 PM; Sat. 2:30 PM-9 PM. Lunch $1.60 to $3. Dinner $2.75 to $5. LWB. *"Wide variety of fine food prepared for the true gourmet. Popular with the advertising fraternity." "Greater variety of unusual dishes than the ordinary better restaurant."*

1

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Armour, Union Stock Yards	YA 7-4100
Bauer & Black, 309 W. Jackson	WE 9-7100
Beatrice Foods, 120 S. LaSalle	VI 2-2700
Bell & Howell, 7100 McCormick Rd.	AM 2-1600
Borg-Warner, 310 S. Michigan	WA 2-7700
Bowman Dairy, 140 W. Ontario	SU 7-6800
Bresler Ice Cream Co., 4010 W. Belden	CA 7-6700
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Hoover Co., Merchandise Mart Plaza	WH 3-1162
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Household Finance Corp., Prudential Plaza	WH 4-7174
Illinois Bell Tel., 212 W. Washington	OF 3-9300
Intl. Harvester, 180 N. Michigan	AN 3-4200
Jays Foods, 825 E. 99th	IN 8-8400
Kraft Foods, 500 N. Peshtigo Court	WH 4-7300
Lanolin Plus, 30 W. Hubbard	DE 7-7000
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Mars Candy, 2019 N. Oak Park	ME 7-3000
Maybelline, 5900 N. Ridge	LO 1-1645
Oscar Mayer Co., 1241 N. Sedgwick	MI 2-1200
Monarch Finer Foods, 2199 W. River Grove	TU 9-5000
Motorola, 4545 W. Augusta	SP 2-6500
Mystik Adhesive Products, 2635 N. Kildare	SP 2-1600
O'Cedar, 2246 W. 49th	LA 3-4700
Orange Crush, 2201 Main, Evanston	DA 8-8850
Pabst, 221 N. LaSalle	ST 2-7600
Peter Hand Brewery, 1000 W. North	MO 4-6300
Pure Oil, 35 E. Wacker	ST 2-2100
Purity Bakeries, 4504 S. Sacramento	YA 7-8556
Quaker Oats, 345 Merchandise Mart	WH 4-0600
Simoniz Co., 2100 S. Indiana	DA 6-6700
S.O.S., 7123 W. 65th	PO 7-7800
Standard Oil of Ind., 910 S. Michigan	HA 7-9200
Stewart-Warner Corp., 1826 Diversey Pkwy.	LA 5-6000
Sunbeam, 5600 W. Roosevelt Rd.	ES 8-8000
Swift, Union Stock Yards	YA 7-4200
Toni, Merchandise Mart	WH 4-1800
United Airlines, 5959 S. Cicero	PO 7-3300
Wilson & Co., Prudential Plaza	WH 4-4600
Wine Corp. of Amer., 3737 S. Sacramento	CL 4-6300
Wm. Wrigley, 410 N. Michigan	SU 7-2121
Zenith, 6001 W. Dickens	BE 7-7500

agencies

Aubrey, Finlay, Marley & Hodgson, 230 N. Michigan	FI 6-1600
N. W. Ayer & Son, 135 S. LaSalle	AN 3-7111
A. N. Baker Advertising Agy., 189 W. Madison	FR 2-8895
BBDO, 919 N. Michigan	SU 7-9200
Beaumont & Hohman, 6 N. Michigan	RA 6-6181
Walter F. Bennett & Co., 20 N. Wacker Dr.	FR 2-1131
Bozell & Jacobs, 205 N. LaSalle	CE 6-0870
Burton Browne, 619 N. Michigan	SU 7-7700
Buchen Co., 400 W. Madison	RA 6-9305
Burlingame-Grossman, 207 S. Wabash	WA 2-3383
Leo Burnett, Prudential Plaza	CE 6-5959
Calkins & Holden, Prudential Plaza	RA 6-3830
Campbell-Ewald, 230 N. Michigan	CE 6-1946
Campbell-Mithun, 919 N. Michigan	DE 7-7553
Caples Co., 216 E. Ontario	SU 7-6016
Compton Adv., 141 W. Jackson	HA 7-6935
Cunningham & Walsh, 6 N. Michigan	AN 3-3138
Dancer-Fitzgerald-Sample, 221 N. LaSalle	FI 6-4700
D'Arcy Advertising, Prudential Plaza	MI 2-5332
Donahue & Coe, Inc., Merchandise Mart Plaza	SU 7-8969
W. B. Doner & Co., 35 E. Wacker	AN 3-7800
Doremus & Co., 208 S. LaSalle	CE 6-9132
Erwin Wasey, Ruthrauff & Ryan, 360 N. Michigan	FI 6-1833
M. M. Fisher Assoc., 79 W. Monroe	CE 6-6226
Fensholt Adv. Agcy., 360 N. Michigan	RA 6-1670
Foote, Cone & Belding, 155 E. Superior	SU 7-4800
Albert Frank-Guenther Law, 1 N. LaSalle	DE 2-6424
Clinton E. Frank, Merchandise Mart	WH 4-5900
Fuller & Smith & Ross, 105 W. Adams	AN 3-5039
Phil Gordon Agency, 23 E. Jackson	HA 7-2103
Gordon Best Co., 228 N. LaSalle	ST 2-5060
Gourfain-Loeff, Inc., 205 W. Wacker Dr.	AN 3-0889
Grant Adv., 919 N. Michigan	SU 7-6500
Grant, Schwenck & Baker, 520 N. Michigan	WH 3-1033
Grossfeld & Staff, 22 W. Monroe	AN 3-6904
Guenther-Bradford Co., 15 E. Huron	SU 7-9474
George H. Hartman Co., 307 N. Michigan	AN 3-0130
Henri, Hurst & McDonald, 121 W. Wacker	FR 2-9180
H. W. Kastor & Sons Adv., 75 E. Wacker	CE 6-5331
Kenyon & Eckhardt, 221 N. LaSalle	FI 6-4020
Keyes, Madden & Jones, 919 N. Michigan	WH 3-2133
Al Paul Lefton, 435 N. Michigan	SU 7-9511
W. E. Long Co., 188 W. Randolph	RA 6-4606
Earle Ludgin, 121 W. Wacker	AN 3-1888
MacDonald-Cook, 360 N. Michigan	AN 3-1224
MacFarland, Aveyard & Co., 333 N. Michigan	RA 6-9360
Malcolm-Howard Adv. Agency, 203 N. Wabash	AN 3-0022
Maxon, Inc., 919 N. Michigan	WH 4-1676
McCann-Erickson, 318 S. Michigan	WE 9-3700
McCarty Co., 520 N. Michigan	MI 2-0300
Arthur Meyerhoff & Co., 410 N. Michigan	DE 7-7860
Needham, Louis & Brorby, Prudential Bldg.	WH 4-3400
North Advtsg. Inc., Merchandise Mart	WH 4-5030
Olian & Bronner, 35 E. Wacker	ST 2-3381
J. R. Pershall, 105 W. Adams	FR 2-8440
Presba-Fellers & Presba, 360 N. Michigan	CE 6-7683
L. W. Ramsey Co., 230 N. Michigan	FR 2-8155
Reach, McClinton & Co., Prudential Plaza	DE 7-5664
Reincke, Meyer & Finn, 520 N. Michigan	WH 4-7440
Fletcher D. Richards, 221 N. LaSalle	FI 6-3585
Robertson, Buckley & Gotsch, 108 N. State	ST 2-5336
Roche, Rickerd & Cleary Inc., 135 S. LaSalle	RA 6-9760
R. Jack Scott, Inc., 814 N. Michigan	WH 4-6886
John W. Shaw, 51 E. Superior	MO 4-6323
Tatham-Laird, 64 E. Jackson	HA 7-3700
J. Walter Thompson, 410 N. Michigan	MO 4-6700
Turner Adv., 216 E. Superior	MI 2-6426
Geoffrey Wade, 20 N. Wacker	FI 6-2100
Waldie & Briggs, 221 N. LaSalle	FR 2-8422
Edw. H. Weiss Co., 360 N. Michigan	CE 6-7252
Western Adv. Agcy., 35 E. Wacker	AN 3-2545
Young & Rubicam, 333 N. Michigan	FI 6-0750

music · radio services

Agency Recording Studios, 20 N. Wacker	CE 6-3632
ASCAP, 8 S. Michigan	ST 2-8289
BMI, 360 N. Michigan	AN 3-5394
Columbia Transcriptions, 630 N. McClurg Ct.	WH 4-6000
RCA Recording Studios, 445 N. Lake Shore Dr.	WH 4-3215
Standard Radio, 360 N. Michigan	ST 2-5322
Hal Tate Prodns., 192 N. Clark	AN 3-6520
L. S. Toogood Recording, 221 N. LaSalle	CE 6-5275
Universal Recording, 46 E. Walton	MI 2-6465



How **WDSU** advertisers **SEE** radio

(they also like what they hear)

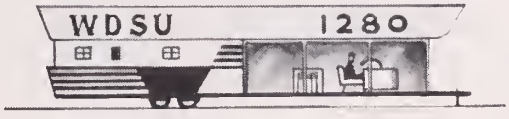
They **SEE** the WDSU picture window studio on the Rue Royale

They **SEE** the WDSU mobile studio at the point of sale

They **SEE** the WDSU merchandising program—complete, effective

They **SEE** the happy results of WDSU's balanced musical format, authoritative news coverage, thought-provoking editorials—programming aimed straight at the great "able-to-buy" market

*And many **SEE** Community Club Awards pay extra in sales results.*



WDSU RADIO
NEW ORLEANS

networks

American Broadcasting Co., 190 N. State St. AN 3-0800
Columbia Broadcasting System, 630 N. McClurg Ct. WH 4-6000
Keystone Broadcasting System, 111 W. Washington ST. 2-8900
Mutual Broadcasting System, 435 N. Michigan WH 4-5060
National Broadcasting Co., Merchandise Mart Plaza SU 7-8300

representatives

AM Radio Sales, 400 N. Michigan MO 4-6555
Avery-Knodel, Prudential Plaza WH 4-6859
Hil F. Best, 205 W. Wacker Dr. ST 2-5096
John Blair & Co., 520 N. Michigan SU 7-2300
Bolling Co., 435 N. Michigan WH 3-2040
Branham Co., 360 N. Michigan CE 6-5726
Broadcast Time Sales, 333 N. Michigan ST 2-1405
Burn-Smith, 307 N. Michigan CE 6-4437
CBS Radio Spot Sales, 630 N. McClurg Ct. WH 4-6000
Henry I. Christal, 333 N. Michigan CE 6-6357
Thomas F. Clark Co. Inc., 35 E. Walker Drive ST 2-1663
Continental Radio Sales, 228 N. LaSalle FR 2-2095
Donald Cooke, 205 W. Wacker Dr. ST 2-5096
Crosley, 360 N. Michigan ST 2-6693
Devney, Inc., 185 N. Wabash Ave. ST 2-5282
Bob Dore Assoc., 360 N. Michigan FI 6-6828
Robert E. Eastman & Co. Inc., 333 N. Michigan FI 6-7640
Everett-McKinney, 410 N. Michigan SU 7-9052
FM Unlimited Inc., 161 E. Erie Street SU 7-5262
Forjoe & Co., 435 N. Michigan DE 7-3504
Gill-Perna, 75 E. Wacker FR 2-8665
W. S. Grant Co. Inc., 75 E. Wacker Dr. FI 6-9529
Headley-Reed Co., 230 N. Michigan FR 2-4686
George P. Hollingbery, 307 N. Michigan DE 2-6060
Hal Holman Co., 64 E. Lake FR 2-0016
H-R Representatives, 35 E. Wacker RA 6-6440
Indie Sales, 205 W. Wacker Dr. ST 2-5096
Katz Agency, Prudential Plaza MO 4-7150
Robert S. Keller, 205 W. Wacker ST 2-5096
Jack Masla & Co., 435 N. Michigan SU 7-6048
McGavren Quinn, 35 E. Wacker Dr. FR 2-1370
The Meeker Company Inc., 333 N. Michigan CE 6-1742
Joseph Hershey McGillvra, 185 N. Wabash ST 2-5282
NBC Spot Sales, Merchandise Mart SU 7-8300
John E. Pearson, 333 N. Michigan ST 2-7494
Peters, Griffin, Woodward, Inc., Prudential Plaza FR 2-6373
Edward Petry, 400 N. Michigan WH 4-0011
Radio-TV Reps., 75 E. Wacker FI 6-0982
Wm. G. Rambeau, 185 N. Wabash AN 3-5566
Paul H. Raymer Co., 435 N. Michigan SU 7-4473
Wm. J. Reilly, 55 E. Washington AN 3-6137
Sears & Ayer, 612 N. Michigan SU 7-8177
Simmons Associates, 333 N. Michigan DE 2-2375
Stars National, 35 E. Wacker Dr. CE 6-2135
Venard, Rintoul & McConnell, 35 E. Wacker ST 2-5260
Walker-Rawalt Co., 360 N. Michigan AN 3-5771
Weed Radio Co., Prudential Plaza WH 3-3434
Adam Young, Prudential Plaza MI 2-6190

research · surveys

Advertising Checking Bureau, 18 S. Michigan ST 2-7874
American Research Bureau, Inc., 435 N. Michigan SU 7-3388
Market Research Corp. of America, 425 N. Michigan MO 4-4600
A. C. Nielsen Co., 2101 Howard HO 5-4400
Radio Reports, 1550 E. 53rd HY 3-3215
Social Research, 145 E. Ohio MI 2-2664

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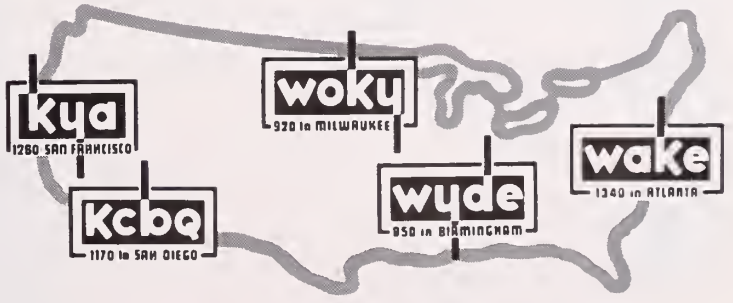
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Company_____

Type of Business_____

☐ Company or
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City_____ Zone____ State_____

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It takes force and lots of it to beachhead in a major market. When the target is Dallas the fighting is rough and the stakes are high. In the first six months of Balaban operation radio KBOX has increased its audience over 300%! That's force. The right kind. The right amount. But of more importance it's force on the move. Everyday more people switch to radio KBOX than to any other station in the nation!



KBOX

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY KBOX when you buy Dallas
and you BUY the people who BUY

WIL St. Louis
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THE BALABAN STATIONS
John F. Box, Jr., Managing Director
Ed Hunt, General Manager
Sold Nationally by Robert E. Eastman



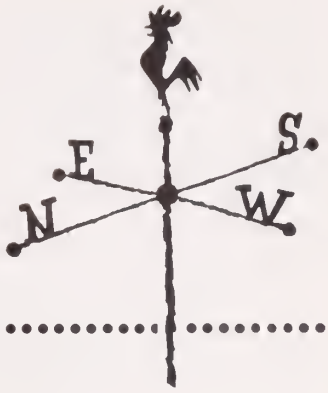
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Everything you need to get on the air fast with the strongest cleanest signal . . . from microphone to antenna. Collins is a single, complete source of broadcasting equipment

Collins CREATIVE LEADER IN COMMUNICATION COLLINS

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- Station Log
- BPA Memo (Local Promotion)
- Radio Registers



Suburbia:

Newspapers Miss a Beat

Newspaper circulation drops off, RAB shows, when coverage in city is compared with retail trading zone

The companionable call letters of radio are becoming an increasingly more familiar sound in suburban U.S.A. than the thump of the daily newspaper landing on the front porch.

This shift to "ear-catching" of the non-city dweller, says the Radio Advertising Bureau, is evident in results from two recent studies made by its staff. One, a preliminary survey of five major markets, indicates radio is increasing its penetration of out-of-city homes; the other, an analysis of 50 market areas, documents what RAB terms the newspaper circulation "drop-off" from city to suburb.

Up to four radio stations in each of the five markets studied—Los Angeles, Boston, Chicago, Buffalo and Detroit — exceed their "city zone" penetration when reaching out into the suburbs, according to RAB. Inside the city as well as outside, the bureau adds, "percent of homes reached" by radio exceeds that of newspapers. At the same time, RAB says, 18 of the 19 newspapers examined in these markets "drop off" —that is, fail to equal their city zone coverage in the retail trading zone.

In one city, the study reveals, the top-ranking newspaper reaches 19.8 percent of retail trading zone homes while the leading radio station reaches 43 percent. Of the five other ranking publications and stations compared, the second paper reaches 11 percent and the second station 39.8 percent; the third paper, 8.6 percent and third station, 33.3 percent; the fourth paper, 7.5 percent, and fourth station, 30 percent; the fifth paper, 6.6 percent, and fifth station, 26.8, and the sixth paper, 6.4, and sixth station, 18.7 percent.

In detailing the results of its 50-market study of newspaper circulation, RAB discloses that less than half — 42.2 percent — of the homes in "retail trading zones" across the country receive any daily newspaper. In defining "retail trading zones," the bureau explains, it has used the boundaries set by the Audit Bureau of Circulation to distinguish those "city-buying" areas from cities proper.

Implications of the findings for the listener's medium are immediate —and considerable, RAB believes. Radio, it emphasizes, can reach economically and consistently into out-of-city homes in many markets where newspapers falter at the city limits. And, the bureau points out, this ability is doubly significant to advertisers who are aware that presently

burgeoning suburbs will increase an estimated 85 percent by 1975, mainly through the addition of the"best prospective customers," too.

An example from the study illustrates the degree of "drop-off" evident in current circulation figures for one southern market. Newspaper A, reaching 27.7 percent of city homes, and newspaper B, reaching 71.5 percent, between them cover 82.2 percent without duplication, according to RAB findings; however, moving out into the retail trading zone, newspaper A's circulation drops to 14.8 percent and newspaper B's to 20.9 percent, for a total unduplicated coverage in this area of 26.1 percent. The two papers together reach an unduplicated total of 47.9 percent of the homes in both city and retail trading zones, the study indicates.

In a West Coast market, four twin-city dailies have a combined in-city home coverage of 79.1 percent, says RAB, with individual rankings from 6.5 percent to 71.5 percent. Beyond the city zone but within the retail trading area, the four papers reportedly drop to a combined home coverage of 19.8 percent—and in this case, the newspaper with the lowest in-city coverage boasts the high of 26.1 percent while the one with the highest in-city coverage hits a feeble 3.1 percent.

Why is it contended that daily papers are on the outs with suburban homes? RAB's study doesn't delve into this aspect of the subject, but the bureau believes it can detect at least part of the answer in the operations themselves of the dailies.

"A great weakness of newspapers seems to be their difficulty in keeping up with the migration of customers who decide to live outside the city," says Miles David, director of promotion. "This difficulty stems both from the economics and the changing community interests involved.

"In the first instance, distribution costs increase as the customer moves farther from the central area. Physical transmission of the papers becomes more complex in many ways.

"In the second instance, a family's interests change when it moves from one community to another. Daily papers in many cases aren't able to respond to or reflect the new habits and tastes of this transplanted family."

Radio's natural advantages for reaching the suburban resident, he says, include its ease of transmission to outlying districts. At a flick of the radio dial, Mr. David points out, the Joneses are "at home" to news, advertisements, services and entertainment features that needn't wait for the once-a-day rounds of the paper boy.

Many stations have, in addition, cultivated a talent for programming to local interests at the same time they are attracting an increasingly wide audience, the RAB executive explains. In touching upon subjects of immediate appeal, radio can provide both news and feature coverage at minimum expense ("A beeper phone call from the scene can give greater immediacy—at far less cost—than newspaper coverage") and beat the press to its audience.

Radio's community interest programs such as high school sports coverage, "remotes" from points of action and taped interviews are among the features RAB describes as meeting the wishes of suburban listeners.

Of the 3,334 am radio stations in the United States, Mr. David observes, a number still are not making the most of these natural advantages.

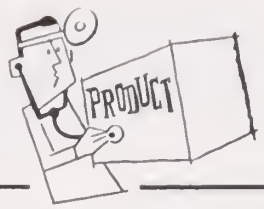
"Depending on the circumstances, of course, which may vary with the station and its locale, it behooves radio people to recognize and use fully the selling edge they have over newspapers when it comes to reaching the important suburban customer," he says. • • •

HOME COVERAGE BY NEWSPAPERS

Samples from a Radio Advertising Bureau study of 50 markets showing percent of homes reached by newspapers. "City zone" refers to the corporate limits of the city plus contiguous areas which can't be readily distinguished from it; "retail trading zone" includes the area beyond the city zone whose residents regularly trade to an important degree with retail merchants in the city zone.

	Newspaper	City Zone	Retail Trading Zone	Total Both Zones
Southwestern Market	A	52.5%	19.8%	35.6%
	B	59.5	17.1	37.6
	Unduplicated coverage	64.7	58.8	62.3
Twin City West Coast Market	A	6.5	26.1	16.8
	B	71.5	3.1	35.6
	C	41.8	26.1	34.0
	D	27.4	2.5	15.1
	Unduplicated coverage	79.1	49.8	74.2
Southern Market	A	27.7	14.8	21.1
	B	71.5	20.9	45.6
	Unduplicated coverage	82.2	26.1	47.9
California Market	A	38.5	13.9	29.3
	B	41.7	6.9	28.6
	Unduplicated coverage	84.7	29.5	62.1

commercial clinic



New Horizons in Sound Are Seen by Ray Mauer

Sound effects—a radio mainstay since the medium's birth—are being employed in commercials today with unprecedented originality and frequency, according to an advertising agency executive.

"We are using more sound in our commercials than ever before, and every day we discover new ways to make it pay off in commercial effectiveness," declares Ray Mauer, vice president and assistant creative director, Geyer, Morey, Madden & Ballard Inc., New York.

"Not only has the industry refined the use of standard sounds, but with the development of electronically produced sound I don't see any limit to its value as a creative selling tool."

Mr. Mauer points out that electronics will be producing sounds a few years from now that no one has ever heard today and he sees no reason why many of them cannot be adapted to commercial use.

"We are already giving sounds to things that have never been heard by the human ear before," he says. "We just use our imagination and make them up."

For example, when some American Motors' copy called for noises made by dinosaurs, the agency creative staff got together with the sound effects men and experimented until they were satisfied with the dinosaur's "voice."

On another occasion, Geyer's Kelvinator account needed a sound representing a star—to be used in conjunction with the firm's "Lucky Star" sale last fall. On four days' notice, Mr. Mauer and his staff sifted sound possibilities, decided on an electronic instrument called the theremin, located one of two known theremin players in the East, rewrote the copy to fit the new sound, made the recording and presented same to the client.

Mr. Mauer credits the star sound not only with helping to make something different out of what could have been "just another sale commercial," but also with considerable promotional value.

While it would be impossible, in Mr. Mauer's opinion, to compile an exhaustive list of all the ways in which sound effects can be employed in commercials—"They are as limitless as men's imaginations"—



Ray Mauer, vice pres. of GMM&B.

he does explain several of the more common uses current today:

- To attract attention. Perhaps the most usual way of using sound effects, Mr. Mauer believes, is at the opening of a commercial to attract the listener's attention. The sound employed may be pertinent to the product itself, or it may be a "borrowed interest" device which integrates into the commercial message. As an example of this method, he cites the bugle call which begins each of the Bond Clothes commercials.
- To create product identification. The use of a sound as a kind of "audio trademark" can be particularly effective, Mr. Mauer states. This technique is designed to make the audience identify the sound and the product to such a degree that whenever they hear the sound they think of the product. A fine example of this usage currently making the rounds is, in Mr. Mauer's view, the gong of the Northwest Orient Airlines.

"The gong—long associated with the Far East—is becoming a symbol for the 'Orient' part of the firm's name. This identification is particularly helpful in the airline field where all the names are so much alike that it is easy to confuse one with another."

- To describe a situation, product or mood. This method is employed to paint a vivid picture in sound, to draw the audience more closely into the commercial and to add realism. For example, in working up a commercial to advertise Rambler cars, the Geyer staff decided to translate the print media cartoon fables to the broadcast media.

"What emerged," says Mr. Mauer, "was a sort of radio rebus: The whimsical adventures of the owners of 'dinosaur' cars, 'gas-hog' cars and so on were told largely through descriptive sound effects. There were big-car horns for the too-big cars; small-car horns for the too-small cars; greedy slurps for the gas-hogs. When one disgusted owner hurled his car over a cliff into the sea, the sound told the story complete with splashes, while the voice-over quickly moved him into a Rambler showroom."

- To highlight or accent certain key words or phrases. Sound effects may also be utilized to make a sales message's high points stand out and to fix them in the listener's mind. A simple and frequently employed example of this technique is the use of a siren or bell near important phrases.

"The use of sound effects in these and other ways forms an indispens- Mauer declares. "Although sound hasn't been as widely used yet as words and music, it is rapidly coming into its own." • • •

station log



► News:

WBT Charlotte, N. C., is spreading Communist propaganda—direct from Moscow—and listener reaction is reported "very favorable."

Calm yourself, Congressman! The Sunday night broadcasts of Radio Moscow are the station's way of letting Americans hear, "for the first time, exactly how the Communists are fighting the cold war, how they are attempting to undermine and destroy the Free World in general and America in particular."

Jefferson Standard Broadcasting Co. Executive Vice President Charles H. Crutchfield says he realizes that a few listeners will accuse WBT of spreading the Communist line. "This is precisely what we will do," he declares. "However, we are hopeful that our efforts will be so effective that the usual complacency among Americans will be shaken to the very roots."

Alan Newcomb of WBT and Rupert Gillett, former associate editor of the *Charlotte Observer,* conduct the program. They interrupt the tape-recorded Radio Moscow "newscast" at necessary intervals to explain, refute and comment on the subjects covered.

Microphones in Houston, Tex., are finding a welcome in a formerly forbidden area. And KNYZ Houston has received compliments from judge, prosecutor and defense attorneys on its coverage of the recent Stickney murder trial.

KNYZ taped principal portions of the trial for broadcast every 30 minutes, and had live microphones in court for the verdict. The judge, by the way, invited the radio newsmen back.

Residents of Kentucky were warned and kept abreast of recent weather news when WAVE Louisville made what it claims is the first use of CONELRAD for tornado warnings in the state.

From 12:50 p.m. to 11:05 p.m., WAVE aired constant reports on the CONELRAD band. Other Louisville stations that did not have teletype service to the weather bureau, WAVE says, got the latest weather advisories from WAVE, as phone lines to the bureau were tied-up. WAVE broadcast eyewitness accounts as well as the radar and weather bureau reports.

► Public Service:

On the theory that radio's public service contributions are more easily understood and dramatized when measured in dollars, two stations have reported the release of figures to illustrate this phase of radio activity.

WQAM Miami, Fla., reports that during 1958, "to further local, regional, national and international concepts, which help make for a better community, nation and world," it contributed the following:

Spot announcements—41,297. Programs—725, ranging from 15 minutes and up, and totaling 259 hours. "A conservative estimate of the free public service time, based on our existing rate cards," Jack L. Sandler, WQAM general manager claims, "would be upwards of $500,000."

More than $438,385 in free time was donated by WHLI Hempstead, N. Y., during 1958, according to John T. Clayton, the station's director of public affairs.

WHLI lists 647 public service programs and 12,022 announcements for national and Long Island campaigns. WHLI also contributed time, Mr. Clayton says, for 3,443 "Calendar of Events" items for some 1,500 community organizations.



Principals on hand in transfer of Indianapolis Muzak franchise to WFBM are: Seated, J. Ripley Kiel, former co-holder of franchise, and Shirl K. Evans, WFBM-Muzak mgr. Standing from left, are Weston C. Pullen Jr., WFBM president; Kenneth J. Hovey, former franchise co-owner, and Eldon Campbell, WFBM-AM-TV vice president and general manager.



A welcome to Omaha is given Frank Arney (center), newly appointed assistant farm director at WOW-AM-TV, by Arnold Peterson (left), WOW's farm director, and Ray Olson, the Nebraska station's program director.

► Programming:

The second annual Pop Music Disc Jockey Convention and Seminar, sponsored by the Storz Stations with the cooperation of the various record companies, will be held at the Americana Hotel, Miami Beach, from May 28 through May 30.

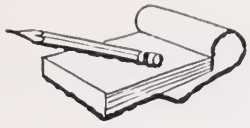
Listed as speakers so far are Gordon McLendon, president of the McLendon Stations, and Matthew j. Culligan, executive vice president in charge of NBC Radio. The Storz people indicate that the entertainment portions will feature "the biggest line-up of top name talent ever assembled on one stage."

Standard Radio Transcription Services Inc. and Amay Inc., Chicago sound recording studios, have arranged for Amay to install a branch studio for tape recording, transferring and editing in Standard's Chicago office. Standard will headquarter at the Sheraton-Blackstone during the NAB Convention.

Lang-Worth Inc., New York, with its February release to stations, reports it is experimenting with am-fm stereo tape. About 31 cuts were included for station ID's and lead-ins.

• • •

BPA memo



Radio Sends People Everywhere, Too

Radio not only *reaches* people everywhere, it *sends* them everywhere, too. Picking up on a trend that is growing in popularity, many radio stations are conducting different promotions with the same prize: A trip to far away places.

Reports from four stations, KDAY Los Angeles, WXYZ Detroit, WOV New York and WFIL* Philadelphia —have listeners traveling across the country from Palm Springs to New York, and to more distant cities such as Paris and San Juan, P. R.

At KDAY, a contest to find the "most pooped pooch" provided a four-day, all-expense-paid trip for the winning pooch and for the two "humans" the dog selected for traveling companions. About 500 "pooped pooches" reportedly entered the competition.

WXYZ is sending winners of a "Mystery Star" contest to New York for a "Hit Show Weekend." The nine-week contest, which comes to a close at the end of March, is built around the *Paul Winter Show* and is divided into three 3-week segments. Clues in jingle form are provided by Mr. Winter for each day's "mystery star." Winners of the daily competition receive two LP recordings and are then eligible for the New York weekend trip—the grand prize that is awarded at the end of each three-week phase. To win the trip for two, finalists have to tell "What they like most about WXYZ Radio" in 50 words.

Winners of WOV's "Mystery Voices" contest are going to Europe and Florida (the first and third prizes, respectively). The second prize was a Westinghouse refrigerator-freezer combination. The contest extended for about three months. Before the three grand prizes, awards were made to weekly winners. A total of 9,490 prizes were made to 55,505 entrants. In one week, for example, there were 1,700 entrants who guessed the correct voice. The contest was held for WOV's Italian-language audience (the station also programs for the Negro market). Contest entrants had to send in five labels of Progresso foods along with their answers. At the conclusion of the contest, a drawing was made to select the grand prize winners.

WFIL listeners spent two weeks trying to identify three mystery record selections and artists aired each day on *The Stu Wayne Show*, *The Bob Klose Show* and *The Bill Webber Show*. It was called the Round Robin contest. After the first week, three winners received two-week vacations plus round-trip air passage to Paris, and two others won similar trips to San Juan, P. R.

'Nicest Things Happen' For Audience, Advertisers

A three-month promotion that shows nice things can happen to advertisers and people in general has been under way at KYW* Cleveland and comes to a close at the end of March. Called the "Nicest Things Happen" campaign, the KYW promotion included these features for listeners: The nicest news story each day is highlighted in newscasts; songs having the word "nice" in the title or lyrics are interspersed in music schedules; an amphibious houseboat was awarded to a visitor by KYW at Cleveland's Mid-America Boat Show. One of the highlights of the campaign has been a red-suited imp carrying a KYW trident who shows up at convenient times and picks up tabs on certain days at leading grocery stores for purchases ringing up in any form of "11" (1100 on the dial).

For advertisers and agencies, these nice things are happening through the courtesy of the KYW promotion: Special merchandising and point-of-sale displays at 76 Kroger Food stores for qualified KYW advertisers; two free drinks are being awarded to agency executives whose birthdays fall during the three months. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).

WKMI
KALAMAZOO
Now Operating
24
HOURS
A DAY
The only radio station between Detroit and Chicago to offer this around-the-clock service
•
Western Michigan's Most Powerful Independent
MUSIC and NEWS
5,000 WATTS
BROADCAST TIME SALES REPRESENTATIVE

DIAL 919

YOU ARE MOST CORDIALLY INVITED TO SKIP THE HOUSE PHONE, AND SIMPLY SKIP UP THE ELEVATOR TO

SUITE 919-20

in the

CONRAD HILTON

FOR TRADITIONAL LANG-WORTH HOSPITALITY AT THE NAB CONVENTION

LANG-WORTH

1755 Broadway, New York 19

Producers of RADIO HUCKSTERS commercial jingles and AIRLIFTS Station production aids

CAL-VAL

COVERAGE: The Rich California Valley (7 stations)
RATINGS: Leading Stations in Each Market
IMPACT: Local, of course
MERCHANDISING: The Dennis Plan—In-Store Displays
COST: $5.88 (average cost per one minute annct.)

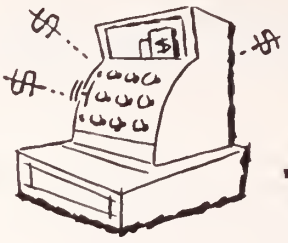
FOR FULL DETAILS CALL:

McGAVREN-QUINN CORPORATION New York, Chicago, Detroit, Los Angeles, San Francisco, Seattle

AT THE NAB CONVENTION: EXECUTIVE HOUSE SUITE 3511

HOMETOWN, U. S. A.

radio registers



MUSIC STORE

Walker's Music Store of Omaha ran 20 spots on a Friday and 15 the next day over KBON to promote a sale of records. Walker's offered listeners a 45 rpm record for one cent with the purchase of one at list price, and all 33 1/3 rpm albums at $3.09. The store reports that 1,200 customers purchased more than 4,000 records during the announcement period, with seven out of 10 saying they heard about the sale through KBON.

HOME BUILDER

Wallace E. Johnson Inc. bought eight one-minute spots over WDIA Memphis to be run on a Sunday, announcing the sale of 20 homes in a new medium-priced real estate subdivision. According to Johnson's advertising agency, The John Cleghorn Agency, Memphis, "better than two homes were sold with each announcement" as 17 were purchased before sundown on Sunday. Within six days, the agency says, all of the homes were sold. No other advertising medium was used.

CLOTHING STORE

Harman & Co. Federated Store in Petersburg, W. Va., purchased a series of 30 one-minute spot announcements for one week over WELD Fisher, W. Va., to promote the arrival of a shipment of new dresses. In this town of only 2,500 people, according to WELD, Harman's entire stock of 200 dresses was sold out before the announcement period was over.

LOCAL BOTTLER

White Rock soda and ginger ale franchise holder in the Norfolk, Va., area, Bruce Melchor Jr., decided to test radio by placing an offer of a free ball-point pen on WTAR's late evening (9:30 to midnight) Night Watch show. All that listeners had to do was write in for the White Rock pen, saying they heard of the offer via WTAR. The promotion employed 13 announcements on just one program. The result, according to the station, was 4,267 cards and letters from listeners in 142 cities and two ships at sea.

report from RAB

Sales Strategy, New Studies Highlight RAB's Role At NAB Chicago Convention

To the radio station owner or operator, the National Association of Broadcasters convention in Chicago can be an ideal opportunity to take a refresher course — on radio, RAB declares.

This can be accomplished, RAB says, two ways:

1. By attending its presentation on Tuesday, March 17, at 11 a.m. in the Grand Ballroom of the Conrad Hilton Hotel. In one hour's exposure, RAB feels, the audience will get useful, sales-helpful background and selling strategy.
2. By seeking out one of the more than half-dozen members of the RAB staff who will be at the convention and questioning them on the latest evidence of radio's strengths.

Seeking out the staff should prove particularly valuable for the station which is not now a member, RAB states. This will provide a real opportunity to become exposed to the latest sales tactics developed by the industry.

Here are some of the new and current studies RAB executives at the convention will be talking about to stations:

The Gasoline Last Word Study: This is the latest in a continuing series of research projects in which radio's ability to reach shoppers on the day they buy products is documented. The gasoline study emphasizes the importance of "today" media exposure and also makes these points:

1. More motorists—up to 48 percent more—are exposed to radio on the day they fill their tank than to any other medium.
2. Radio commands 61 percent of the total time spent with media by motorists on the day they buy gasoline station products—a figure representing nearly twice as much time as that spent with all other media combined.
3. Radio delivers the final advertising impression closest to the time of sale more often than any other medium — three times as many motorists hear radio within 30 minutes of entering a gasoline station than are exposed to all other media combined.
4. Four out of ten motorists listen to radio in their cars on the day they enter a gasoline station; a third of all motorists listen to radio while actually driving to the station.

The Frozen Foods Study: An examination of the radio listening habits of shoppers who purchase frozen foods, dispelling the "misconception" that food product advertisers should concentrate announcements only in the "must buy" 7 to 9 a.m. time slots. This study reveals:

1. The 7:30 to 8 a.m. period winds up fifteenth among the 24 half-hour segments between 6 a.m. and 6 p.m.
2. The 3 to 3:30 p.m. period is almost 20 times more valuable for reaching actual purchasers of frozen foods than 7:30 to 8 a.m.

The Newspaper Drop-Off Study: A first-of-its-kind pilot investigation of the newspaper circulation drop outside the central city zone placed side by side with individual station performance in the same area. The study dramatically pits actual listening among suburban families against newspaper reach in clearly defined areas, making these points:

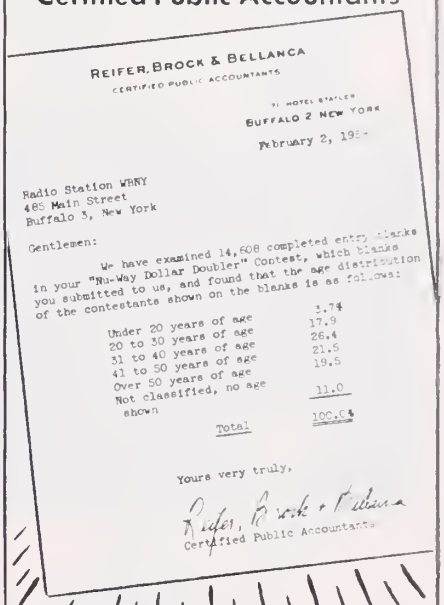
1. Every newspaper was topped by one or more radio stations in the vital retail trading zone.
2. All but one newspaper studied failed to match their city zone circulation in the retail trading zone. Average drop-off: 38 percent.
3. From one to four stations in every market studied exceeded its city zone penetration in the retail trading zone.

These facts highlight but three of several studies RAB has completed or placed in the works for completion early this year. Other projects will investigate the listening habits of actual purchasers of various kinds of grocery products.

In attendance at the NAB convention besides Kevin B. Sweeney, RAB president, and available for consultation on any area of radio or RAB activity, will be: John F. Hardesty, vice president and general manager; Miles David, director of promotion; Warren Boorom, director of member services, and Bob Nietman, Pat Rheaume and Carl Heiman, regional managers. • • •

"96.3% of the respondents to the contest on your station are over 20 years of age"

Read this letter to Station WBNY from Reifer, Brock & Bellanca Certified Public Accountants



REIFER, BROCK & BELLANCA
CERTIFIED PUBLIC ACCOUNTANTS

BUFFALO 2 NEW YORK

February 2, 195-

Radio Station WBNY
486 Main Street
Buffalo 3, New York

Gentlemen:

We have examined 14,608 completed entry blanks in your "Nu-Way Dollar Doubler" Contest, which blanks you submitted to us, and found that the age distribution of the contestants shown on the blanks is as follows:

Under 20 years of age	3.7%
20 to 30 years of age	17.9
31 to 40 years of age	26.4
41 to 50 years of age	21.5
Over 50 years of age	19.5
Not classified, no age shown	11.0
Total	100.0%

Yours very truly,

Reifer, Brock & Bellanca
Certified Public Accountants

WBNY

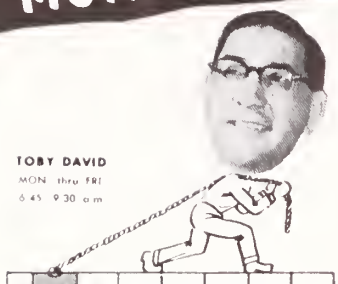
Top Station* in the Buffalo Market

DELIVERS AN ADULT AUDIENCE

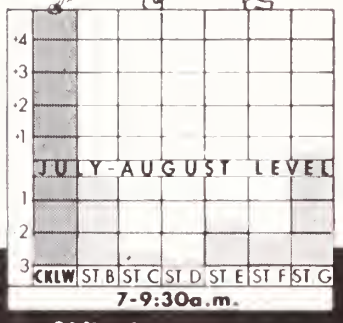
Get the Facts! . . . Call Jack Masla

*Nov.-Dec. 1958 Pulse reports:
WBNY—1st from Noon to 6 P.M.
WBNY—2nd from 7 A.M. to Noon

MORE Listeners!
MORE Sales!



TOBY DAVID
MON thru FRI
6:45 9:30 a.m.



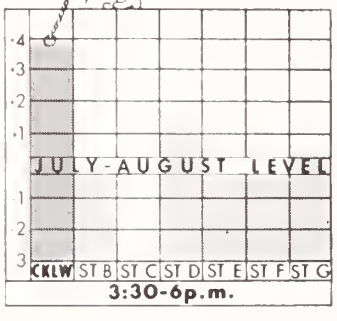
CKLW radio has greatest listener increase* of all Detroit Stations

7-9:30a.m.
3:30-6p.m.



September October Pulse

EDDIE CHASE
MON thru FRI
3:30 7:00 p.m.

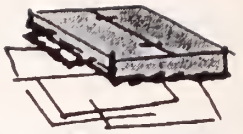


Of all Detroit radio stations CKLW is the only one to show a significant gain in either of the above high listening time segments shown. All others have shown a loss or barely hold their own, which is positive proof of the popularity these two disc artists enjoy in this dynamic market. Certainly the most logical spot to place any client's message to get RESULTS!

50'000 WATTS
CKLW
radio
GUARDIAN BLDG., DETROIT

J. E. Campeau, Pres.
Robert E. Eastman & Co., Inc., National Representative

report from representatives



Representatives Talk Up Use of Single Rates By Radio Stations

The only way to straighten out broadcasting's biggest single problem—the local rate—is to eliminate it, according to Robert W. Eastman. And several stations represented by his Robert E. Eastman & Co. have joined the battle to do just that.

Seven Eastman represented stations now hold to a single rate structure for local, regional and national accounts, including WNEW New York and WIL St. Louis which have been single rate stations for many years.

The others are WHK Cleveland, WRIT Milwaukee, KBOX Dallas and most recently WPTR Albany, N. Y., and WZOK Jacksonville, Fla. Eastman represents 20 radio outlets.

In announcing his station's changeover, Duncan Mounsey, executive vice president and general manager of WPTR, states that the one-rate structure was adopted "because we consider it to be essential to the continued growth of the radio business.

"The one-rate system," he continues, "means that advertisers and agencies can buy with confidence and the full knowledge that no one can buy radio at a lower price."

WZOK's general manager, Carmen Macri, agrees with Mr. Mounsey and adds, "We feel that this move will bring about a greater orderliness in a situation which has heretofore been most confusing." (*See Editorial,* p. 108.)

New Firm Concurs

The newly organized representative firm of Ayres, Allen & Smith, with headquarters in San Francisco and Hollywood, will join in promotion of a single rate card, according to Robert R. Allen, a principal officer of the new firm.

"We are for a single rate card," he tells U. S. RADIO, "and believe this simplification will make it possible to sell more radio time. Local radio, in our opinion, is inclined to sell itself too cheaply for the services it offers."

AA&S will specialize in selling time for West Coast stations, says Mr. Allen, who will manage the San Francisco office. "The 33 radio stations to be represented by AA&S at the outset are those formerly served by William A. Ayres Co., which will hereafter function solely as a publisher's representative."

The principals in the new radio-tv firm are Mr. Ayres, who will serve in an administrative capacity, Mr. Allen, who was formerly a time salesman for the McGavren-Quinn Corp., and Jack D. Smith. Mr. Smith had been Southern California manager of William A. Ayres Co.; he will hold a similar position with AA&S.

Another new firm, The Bernard I. Ochs Co., has been formed by Mr. Ochs, former general manager of the Forjoe & Co. southeastern office. Organized as a southeastern radio-tv representative, the firm has signed 10 stations in that area so far. Headquarters are in Atlanta.

Do-It-Yourself Ratings

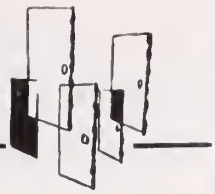
Agency timebuyers in New York can now try do-it-yourself qualitative research on at least one Massachusetts station.

Avery-Knodel Inc. is making this possible with an offer to let a buyer pick a number from a list of 1,000 Worcester housewives' telephones—and to call it.

The list is made up of names of housewives who called WORC for various reasons during a six-day period in January. Timebuyers can—at no expense— verify the ladies' calls to the station, ask them how they enjoy WORC programming, and even question them as to station preferences for programming throughout the day.

Designed as a dramatic selling tool in what is expected to be a hard-sell year for spot radio, the telephone service should also help build "a strong foundation for radio itself," according to John J. Tormey, Avery-Knodel vice president and director of radio sales. "This positive sales approach is designed to document soundly the station's adult listening audience." • • •

report from agencies



Three Buyers Advise Either Single Rate or Strict Definition of Local Rates

One run doesn't make a cricket match. And seven stations adopting the single rate system may not indicate a trend. But agency people are watching the latest evidence that radio is taking a swing at a problem recognized by all parties as definitely "sticky wicket."

Speaking from the standpoint of agencies and their clients, but recognizing the complexity of rate problems faced by stations, three agency spokesmen make these comments:

Ed Fleri, BBDO media coordinator for radio-tv spot: "Industry-wide agreement on a standard pricing pattern would be of considerable consequence. Adoption of the single rate by one station won't change the blood pressure of an agency or client, but it's a step in the right direction."

Edna Cathcart, radio and tv time-buyer at J. M. Mathes: "We believe that adoption of this system on an industry-wide basis would attract more radio business for agencies."

Harry Way, former vice president and media director and now executive vice president in charge of the New York office of Erwin Wasey, Ruthrauff & Ryan: "I prefer to work with the single rate because of the simplicity it offers. Local rates can lead to abuses."

Stand Clarified

Clarifying his reference to a "standard pricing pattern," Mr. Fleri says, "I believe the radio industry has a choice of two possible ways to eliminate confusion and price inequities that currently exist. The first is for stations to adopt the single rate, adjusting their charges to a fair level for both the local and national advertiser.

"The second is to define, clearly and explicitly, who qualifies for the local rate and to have the rates in line with the definition."

There is nothing essentially wrong with having a local rate, Mr. Fleri contends, so long as that rate is equitable and specific. (See *Editorial,* p. 108.)

"But why should the national advertiser pay $10 for a spot when the local advertiser pays $2 for the same audience?" he asks. "If the audience isn't the same for both, all right — but that difference should be specified.

"By the same token, why should a client who can buy locally in market A not be able to buy locally in market B? Is a bottler of a national beverage, for example, entitled to the local rate? Such questions should be answered by standard definitions established for radio as a whole."

Miss Cathcart expresses her agency's view that a client such as Canada Dry (a Mathes account) which owns and operates a local plant is entitled to the local rate where it exists.

"We'd be happy to see stations everywhere on a one-rate basis," she adds. "However, we recognize that there are many factors involved for the stations as well as for us. We're grateful whenever a station eliminates one of our headaches, and the dual-rate structure is a headache."

Pointing out that present rate structures are a market condition rather than a station condition, Mr. Fleri voices the hope that individual stations will find a rallying point on which to build a standard code of pricing throughout the industry.

"When a national advertiser looks over the markets and sees that radio rates for him in one area are perhaps 50 percent higher than for the local advertiser, he may have to skip that whole market," he explains. "When a buyer is drawing up a media plan, his thinking is bound to be colored by the knowledge that there are inequitable differences between national and local rates in certain markets."

Mr. Way sums up with the observation that "agencies can operate either way, moving to a fee basis where their client is entitled to the local rate, or adding a commission to the local rate."

But, he notes, a simplification of rates would be a score in favor of the radio industry. • • •





WHATEVER HAPPENED TO

ROBERT HALL?

LOOK FOR HIM
AT THE FLOWER ROOM
FLOOR ONE

BLACKSTONE HOTEL

YOU'LL GET YOUR

REWARD!

. . . when you visit him
and audition his new
transcription services.

ROBERT HALL
PRODUCTIONS

WLCX kicks off with CCA

In a letter to Mr. Boyd Lawlor, Mid-West Sales Manager of Community Club Services, Inc., Mr. Joe Rohrer President & Manager of Radio Station WLCX La Crosse, Wisconsin stated: "We are just getting underway with our Community Club Awards Campaign. It looks as if CCA will be a big success in La Crosse. It appears to be the answer to a radio station's requirements for a well planned promotion and sales campaign with a bonus of excellent public relations and public services. It should produce some happy advertisers. The way it adds up for CCA is to take a good station, a good market, mix them up and it should be nothing but good!"



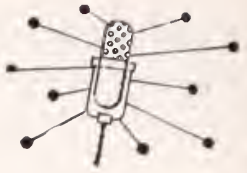
Joe Rohrer

COMMUNITY CLUB AWARDS

20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466
Conrad Hilton
Hospitality Suite 1218A

NAB ASSOCIATE MEMBER

report from networks



► NBC:

In an 11-day period ending in early February, NBC received new orders totaling $412,547 in net revenue, according to William K. McDaniel, vice president in charge of sales.

Mr. McDaniel says that a leveling off had been expected after the "peak sales activity" at the end of 1958, but that "this had not proved to be the case."

The new business includes "substantial orders" from the Aluminum Co. of America and Fink Products Corp. Other new advertisers are: Carter Products Inc. for Colonaid Laxative, Mail Pouch Tobacco Co., Lever Brothers Co. for Pepsodent, Sakrete Inc., *Kiplinger Magazine, Popular Science Magazine* and White House Co.

WRVA Richmond has returned to NBC as an affiliate after 22 years, announces Harry Bannister, vice president in charge of station relations.

In a programming change, Matthew J. Culligan, executive vice president in charge, has announced that NBC Radio will expand its *Star Dust* segments to 17 daily, Monday through Friday, on a regular hourly basis. The vignettes feature top show business talent.

The segments will be scheduled at 25 minutes past the hour, from 7:25 a.m. to 11:25 p.m. (EST). They are, Mr. Culligan says, another step to improve NBC's operating position. He describes the plan as a "marriage of outstanding audience attractions and NBC's 'national-local plan' which has already . . . meant more than 180,000 local sales resulting from 16 national advertising campaigns on the network." Each segment will have availabilities for one network and one local commercial.

► CBS:

American Oil Co. will sponsor six 10-minute on-the-spot broadcasts of the Sebring (Fla.) Grand Prix Race of auto endurance plus a 15-minute period and a five-minute slot on March 21. One broadcast will be heard each hour between 10 a.m. and 10 p.m., with description by Walter Cronkite, according to a CBS spokesman.

The network also reports that Curtis Circulation Co. has purchased a quarter hour of *Arthur Godfrey Time* for 26 weeks, scheduled to start in mid-February.

WRNL Richmond has joined CBS as an affiliate. Also KBIZ Ottumwa, Ia., has joined the CBS network as a bonus affiliate.

► ABC:

New and renewed business for two weeks ending in mid-February for ABC Radio totaled $1.5 million, reports John H. White, director of network sales. New sponsors include Fred Fear & Co., Mr. Softee Inc., Syn-Tex Chemical Co. and Davidian Seventh Day Adventists. Renewals were signed with Cadillac Motor Car Division of GM, Clairol Inc., Highland Church of Christ and Radio Bible Class.

With seven stations joining the network as affiliates, ABC has raised its total to 294 affiliates, Edward J. DeGray, vice president in charge, has announced. The outlets are: WHAY New Britain, Conn.; WBLG Lexington, Ky.; WWOL Buffalo, N. Y.; WCKI Greer, S. C., WGBG Greensboro, N. C., and two Mississippi stations, WABG Greenwood and WKOZ Kosciusko.

► MBS:

In its new network sales presentation now being shown to agency executives, Mutual employs Nielsen figures to support its claim that ratings have gone up 24.4 percent from April to December 1958. Biggest hikes, according to MBS, were in the morning news time periods, with two of the five-minute newscasts on the half hour in the Monday through Friday strip showing 55.1 and 58.7 percent increases in national audiences.

MBS is carrying or has just completed campaigns for nine consumer magazines, the network reports. All are employing newscasts. *Time* and *U. S. News and World Report* have beamed their air copy to subscription purchases. *Readers Digest, Look, Argosy, True, Coronet, Popular Science* and *Esquire* are going after newsstand sales.

KTUL Tulsa has affiliated with MBS.

► Keystone:

Keystone Broadcasting System now claims 1,061 affiliates with the addition of 10 new outlets to its line-up. As listed by Blanche Stein, director of station relations, the new affiliates are: KUKI Ukiah, Calif.; KZIX Fort Collins, Colo.; WWCC Bremen, Ga.; KLER Orofino, Ida.; KSRA Salmon, Ida.; KMCD Fairfield, Ia.; WMST Mt. Sterling, Ky.; KDOM Windom, Minn.; KUMA Pendleton, Ore., and WAVL Appolo, Pa. • • •

report on FM

"Cue" Magazine Adds Fm Programming After Its Research Affirms Audience

Research documenting the existence of a growing fm audience has given the medium a boost forward. Recently, a weekly entertainment guide did an audio-video survey and found a very thriving fm listenership. This led the magazine to incorporate fm program news.

For the first time, according to *Cue* magazine, an all-inclusive fm listing for the New York area is being made available. "Based on reader demand," *Cue* has inaugurated a special eight-page music section in each of its weekly issues containing a comprehensive listing of fm programming.

Several months ago, *Cue* conducted "A Report on the Home Audio-Video Habits of the *Cue* Reader." The survey covered more than 3,000 subscribers and indicated, says *Cue*, that 93.8 percent own one or more radios, with 62.2 percent owning fm sets. Fm owners average eight hours per week listening.

In response to questions regarding musical preference, 59 percent like classical music, 57.5 percent like semi-classical music, 48 percent like show albums, 45.3 percent like popular music, 28 percent like opera and 13.5 percent like jazz.

Cue is a weekly guide to goings-on about New York, including theaters, movies, restaurants, night clubs, sports events, concerts, among other things.

International Fm

In the field of international fm, live broadcasts of full-length symphony concerts—via trans-Atlantic cable—have been beamed to Europe by WGBH-FM Boston.

The first broadcast, featuring the Boston Symphony Orchestra under the baton of Pierre Monteux, was heard live in Great Britain, France and Belgium with the cooperation of the Home Service of BBC, the Radio-Diffusion Francaise and Radio Brussels. The potential audience was 90 million.

For the second broadcast, under the direction of Charles Munch, WGBH-FM invited radio stations in Austria, Denmark, Finland, West Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Spain, Switzerland, Sweden, the USSR and Yugoslavia to participate.

Fuller Schedules

A number of fm stations report that their usual music is being supplemented by a fuller programming schedule. KYW-FM Cleveland, for example, has expanded operations from seven to 12 hours per day and added discussion segments five times daily.

Called *Point of View*, the five-minute talks, at 2, 4, 6, 8 and 10 p.m., will feature opinions on current topics by "educators, scientists, musicians, politicians, sports figures, artists, art critics and key business men."

At KCMO-FM Kansas City, Mo., news, weather and sports reports have been added to the schedule. Traditionally a "fine music" station, KCMO-FM will air the reports as five-minute summaries every hour on the hour and will make use of the three KCMO-AM mobile units on an around-the-clock basis.

In the Chicago area, WOPA Oak Park, Ill., has initiated a regular series of daily stereophonic music programs. The 30-minute shows are broadcast every evening at 10:30 p.m. over WOPA-AM-FM. WOPA now claims to be the only station in the Chicago area broadcasting stereo programs on a daily schedule.

Fm Factory Production

Fm factory production for December 1958 totaled 72,306 sets, according to Electronics Industries Association—up 4,145 over November. Total set production figures since July, when they were first made public, stand at 376,114, EIA reports. • • •



WeeReBel
STATIONS . . . a steady listening habit . . . at home . . . on the go

WRBL 30 Years
WRBL-FM 12 Years

THE QUALITY TONE OF THE
TWIN STATIONS
DELIVERS
MAXIMUM AUDIENCE
in the
COLUMBUS, GA. MARKET

WRBL

AM - FM
1420 - 93.3

COLUMBUS, GA.
NATIONAL REPRESENTATIVES
Geo. P. Hollingbery Co.
NEW YORK - CHICAGO - ATLANTA
DETROIT - SEATTLE
LOS ANGELES - SAN FRANCISCO

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

No "Simple Formula" Music & News format here at KFAL RADIO . . .

As always—KFAL offers a diversity of excellent, well-chosen, and carefully produced programs keyed to the desires of Central Missourians in entertainment, information and public affairs. No one type of programming overbalances other choices, and the result is a sparkling variety which encourages many listeners to volunteer a "Well Done" . . Give us more of the same"

This makes the *best of company* for your advertising schedules in a market exposure of over 225 thousand Radio Homes (KFAL Half Millivolt Coverage).

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts

The station for whirl-wind sales action!

WWRL

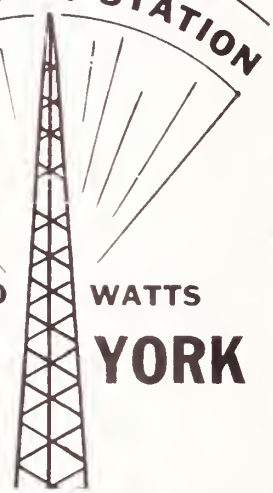
beamed to sell New York's

2,455,000

NEGRO & PUERTO RICAN MARKET

WWRL

THE FAMILY STATION



5000 WATTS

NEW YORK

DE 5-1600

report from Canada

Radio Households, Population Show Increases in 1958

The Bureau of Broadcast Measurement in its latest report does not attempt to estimate homes with radios because "due to the high radio set ownership saturation" it considers radio households to be identical with total households.

The figure for total households, and total radio households, for the end of 1958 is 4,196,100, according to BBM's Executive Vice President Charles C. Hoffman. This compares with 4,102,100 at the end of 1957. "We do not prepare estimates on multiple radio set ownership," he says.

The household estimates are prepared twice a year, using the latest census figures as a base. "Each year our government publishes population estimates by provinces and also furnishes a total estimate of the Dominion population quarterly. We endeavor to combine these into projections," he states, "using as well any data that may be obtainable from municipal and other sources."

The population and household estimates are broken down into counties, census divisions "or parts and balances thereof." Just about every city, municipality, town, village, township, parish and "improvement district" is included in the listing, with the exception of those in the Yukon and Northwest territories.

The reports are sent to all BBM members and, in addition, to broadcasters, advertisers and agencies, Mr. Hoffman says.

The bureau, which was founded 14 years ago, is a non-profit organization unlike its major competitors, Mr. Hoffman points out. Directors are drawn from all areas of the broadcast industry.

"BBM was the result of an idea born at the annual meeting of the Canadian Association of Broadcasters in 1942," says Mr. Hoffman. "This was that there be formed a tri-partite committee of advertisers, agencies and broadcasters to study the current methods of measuring broadcast station coverage." BBM was officially incorporated under Dominion charter on January 22, 1945.

The population and household measurement, Mr. Hoffman declares, is one more service aimed at presenting a "practical, unbiased and accurate picture" of the Canadian listening public.

The following is a 1958-57 comparison of population-radio household figures of the 10 Canadian provinces (excluding the Yukon and Northwest territories):

BBM YEAR-END ESTIMATES

Province	Population 1958	Population 1957	Radio Households 1958	Radio Households 1957
Newfoundland	442,100	432,300	84,000	82,100
Prince Edward Isl.	101,100	100,600	23,000	23,000
Nova Scotia	716,900	712,500	168,100	167,000
New Brunswick	582,700	573,300	126,700	124,500
Quebec	4,931,100	4,827,600	1,066,700	1,044,600
Ontario	5,859,300	5,703,600	1,509,800	1,469,300
Manitoba	878,500	872,600	225,200	223,700
Saskatchewan	896,900	891,900	273,900	236,700
Alberta	1,212,600	1,176,900	317,200	308,000
British Columbia	1,559,000	1,508,600	437,500	423,200
Canada total*	17,180,200	16,799,900	4,196,100	4,102,100

*Not including the Yukon and Northwest territories. Population and radio households are rounded to hundreds. • • •

radio research

Negro Consumer Pictured As High Food Purchaser And Loyal Radio Listener

Giving chase to out-dated notions, a new study shows that the Negro consumer is reasonably well-educated, has a fair degree of purchasing power and is a loyal radio listener.

This is the portrait painted by Far West Surveys of San Francisco in its KSAN-sponsored report on the buying habits of Bay Area Negro families. The conclusions should be of interest to advertisers throughout the nation.

In the first of what is scheduled to be an annual survey, 600 Bay Area men and women were interviewed personally about their brand preferences for more than 75 different products.

This information highlights the report along with eight other categories of data: (1) Radio listening habits, (2) newspaper readership, (3) occupations and family income, (4) length of residence in California, (5) family size, (6) maintenance of checking and savings accounts, (7) type and number of family pets and (8) ownership of cars, homes and large appliances.

A Radio Listener

More than 51.3 percent of those surveyed (male and female) listen to radio between one and three hours a day, the study reveals. An additional 21 percent listen between four and six hours per day.

"It should be noted," the report states, "that the consumer-listener has grown to know the disc jockey announcer as a person. She is sensitive to a variety of voices and personalities."

Every respondent to the survey owns one or more radios with 98.8 percent having them at home, 40.9 percent with car radios and eight percent with sets in their places of business.

Radio is *listened to* most at home — by 89.2 percent of those questioned, accounting for the importance of the housewife to advertisers. Breaking it down even further, 91.3 percent of the women listen at home, 82.6 percent of the men. A total of 10.6 percent listen in cars, 2.2 percent at work.

Most listening is done in the morning, with the study showing that 50.4 percent listen at that time, 23.9 percent in the afternoon and 25.7 percent in the evening hours. "The respondent often replied," the survey notes, "that she turns the radio on in the morning and it stays on throughout the day and evening."

Religious programs are most favored by those asked to suggest new or more programming (30.2 percent), followed by music (17.4 percent), news (6.3 percent), special events (4.7 percent) and sports (3.2 percent). The "other unstated" category accounts for 38.2 percent.

Music tastes run this way: Modern (26.7 percent), popular (22.4 percent), classical (18.6 percent), rock 'n roll (17.3 percent), rhythm and blues (12.2 percent), ballads (8.7 percent), dixieland (7.5 percent), blues (4.9 percent) and "other" (28.9 percent).

According to the survey, at the time it was conducted there were 200,000 Negroes living in the San Francisco metropolitan area (285,000 within the KSAN coverage area).

Consumer Profile

Far West Surveys' Clifford V. Levey, who directed the survey, draws the following profile of the "average consumer" based on the tabulation of data obtained from all respondents:

"The average Negro consumer can be pictured as a woman. She buys 60 percent of all consumer purchases, but because of the size of the average family income ($400 a month) a full 30 percent of it is spent in food stores. This is the largest single item in her budget.

"Complete or partial control over the entire family budget is held by seven out of 10 women. The average woman," he states, "is educated to the point where she understands that her first responsibility is to her children and home. She has a clean home. It is neat, but not fancy.

"She is interested in today," he notes, "not the past. She listens to the world. She has a radio, a telephone, a tv set. She reads the local popular newspaper. She is conscious of the limitations under which she lives. She faces facts; she is a proud person.

"She lives in the city, or near enough to the city so that any changes in products and brands make an impression in her otherwise slowly changing world.

"She enjoys being thought of. She likes service. She likes being noticed. Like all women, she wants to feel secure —and her buying habits reflect this feeling." • • •

RADIO LISTENING HABITS

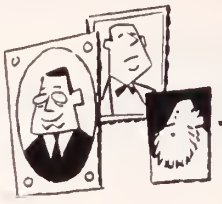
Percentages

	FEMALE	MALE	TOTAL
Part of day listened most			
Morning*	52.2	44.5	50.4
Afternoon	23.1	22.2	23.9
Evening	24.7	33.3	25.7
Number of hours the radio is on per day			
½ hours	11.8	9.3	11.3
1-3 hours	48.7	59.0	51.3
4-6 hours	20.8	22.2	21.0
6 or more hours	18.7	9.5	16.4

* The respondent often replied that she "turned the radio on in the morning and it stayed on throughout the day and evening."

Source: KSAN study.

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

WILLIAM R. GILLEN promoted from vice president in charge of the Chicago office of BBDO to assistant to the president. WAYNE TISS, formerly head of BBDO's Hollywood office, replaces him in Chicago. ROBERT J. STEFAN replaces Mr. Tiss.

WILLIAM D. LEWIS, account executive at Geyer, Morey, Madden & Ballard Inc., Detroit, elected a vice president.

ROSELOU FLANAGAN, Norman, Craig & Kummel Inc., New York, comptroller, elected a vice president.

HENRY L. BUCCELLO, account supervisor for Guild, Bascom & Bonfigli Inc., New York, named a vice president. Also, THOMAS E. J. SAWYER, formerly with Dowd, Redfield & Johnstone Inc., named an account executive.

JOHN HOAGLAND, formerly vice president and broadcast account supervisor at BBDO, New York, has joined Ogilvy, Benson & Mather Inc., New York, as a vice president and associate director of the broadcast department.

RICHARD E. GOEBEL, general manager of the San Francisco division of Compton Advertising Inc., elected a vice president. Also, DALE ANDERSON, formerly a vice president of Lennen & Newell Inc., has joined Compton as vice president and account supervisor.

TERRELL VAN INGEN, formerly on the sales staff of Curtis Publishing Co., has joined Erwin Wasey, Ruthrauff & Ryan Inc., New York, as a vice president and member of the business development committee, eastern division.

NORMAN WAIN, former program director and broadcast personality at WDOK Cleveland, named radio-tv director of Wyse Advertising, Cleveland.

HUBERT R. SWEET, formerly media director at Atherton & Currier Inc., New York, named director of broadcast media by Doremus & Co., New York.

STATIONS

ROBERT S. HIX, former manager of KOA Denver, named general manager of KHOW Denver. Also ORVILLE RENNIE, former promotion manager at KOA, named KHOW director of station relations.

WILLIAM J. PAGE, former general manager of WABZ Albemarle, N. C., named to that post by WEZL Richmond.

BOONE NEVIN promoted from the sales staff to general manager of WHBQ Memphis.

GIBBS LINCOLN promoted from sales manager to station manager of KING Seattle.

LEN CORWIN named vice president in charge of sales by WCRB-AM-FM Waltham, Mass. He was commercial manager.

HAL SUNDBERG promoted from sales director to manager of WMBD Peoria.

DON LOUGHNANE promoted from sales promotion manager to station operations manager of WHB Kansas City, Mo.

GLENN F. KENSINGER, former account executive and radio-tv director at Glenn Advertising, Houston, named director of operations at KPRC Houston.

PAUL EVANS, former account executive with WINS New York, named national sales manager by WIP Philadelphia.

VICTOR WILLIAMS, formerly with WITI-TV Milwaukee, named general sales manager of KWK St. Louis.

REPRESENTATIVES

BEN HOLMES promoted from an account executive to vice president in charge of radio at Edward Petry & Co., New York.

MILTON F. ALLISON, formerly eastern sales manager of CBS Radio Spot Sales, appointed general manager. He is replaced by RAY H. KREMER, formerly manager of sales development.

PAUL C. HOLTER, formerly San Francisco sales manager for KLX Oakland, appointed head of the San Francisco office of Avery-Knodel Inc.

JOHN K. MARKEY, formerly with the Chicago *Daily News,* appointed midwest manager of Devney Inc.

ED DYER, formerly with KLAC Los Angeles, named manager of the Los Angeles office of Broadcast Time Sales.

LEE W. SWIFT Jr., formerly with Storer Broadcasting Co., has joined the sales staff of Headley-Reed, New York.

ROGER SHELDON, previously with KFMB San Diego, appointed to the sales staff of Adam Young Inc., Los Angeles.

CALVIN P. COPSEY, formerly account executive with KNBC San Francisco, named an account executive in the San Francisco office of NBC Spot Sales.

NETWORKS

GEORGE A. GRAHAM, JR., director, sales planning, NBC Radio network, promoted to vice president, sales planning. And ALBERT L. CAPSTAFF, director, NBC Radio network programs, promoted to vice president, network programs. Also, EARL ZEIGLER promoted to manager, press and publicity, NBC Pacific division.

STEPHEN C. RIDDLEBERGER promoted to vice president for ABC owned and operated radio-tv stations, and WILLIAM H. TREVARTHEN promoted to vice president in charge of production services.

JOHN KAROL named vice president in charge of planning and development by CBS Radio. He is succeeded as vice president in charge of network sales by GEORGE J. ARKEDIS, general sales manager for WBBM-TV Chicago.

JIM McELROY promoted to Eastern sales manager for MBS, GENE ALNWICK promoted to administrative manager of MBS' sales department and PHIL D'ANTONI named division sales manager.


Riddleberger


Wain


Kensinger


Lincoln


Flanagan


Evans


Allison


Nevins

as basic as the alphabet



EGYPTIAN

Word of mouth wos man's first form of cammunication. Therefore, the sign for mauth was one of the most common ideographs used on the papyrus the Egyptians mode from reeds growing olong the Nile.



PHOENICIAN

Marketing popyrus throughout the ancient world wos big business with the Phoenicions. In time, the Egyptian mouth sign became their letter pei — forerunner of the modern P.



GREEK

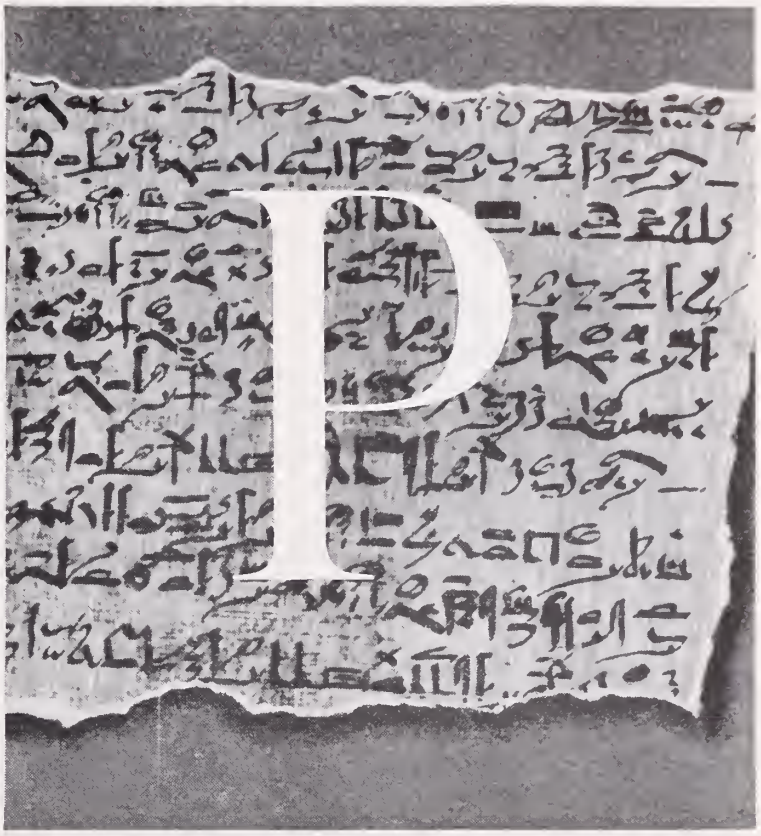
To papyrus and wax tablets, the Greeks odded another writing material: porchment, made from animal skins and first used in the city of Pergomum. Graduolly, pei wos changed to pi.

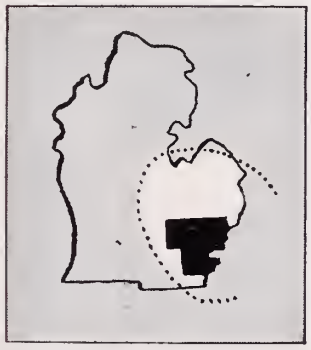


ROMAN

Paper become o favorite with the Romans obout the 8th Century ofter the Arobs hod brought the Chinese invention into southern Europe. Meonwhile, scholors hod tronstormed pi into P.

Historicol data by
Dr. Donald J. Lloyd,
Wayne State University





Put your money where the people are

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Push up spring sales by using WWJ, Detroit's Basic Radio Station. Dealers and distributors favor WWJ because they know it moves merchandise. Listeners prefer WWJ because it entertains them with modern radio at its very best.

Personalities like Melody Paraders Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand — programs like WWJ News, sports, and weather, NBC's Monitor and Nightline are the talk of the town. Buy WWJ—it's the **basic** thing to do!

AM and FM

WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

EDITORIAL



. . . single or double rate?

ETHICS OR ECONOMICS?

Among the most pressing questions that advertising agencies and radio stations alike are asking today are these: Are stations swinging to a single-rate structure? Will the dual standard of one rate for *bona fide* retailers and one for national accounts prevail? Or is there, in fact, a need that pre-supposes that the rate structure of all 3,915 commercial stations (including fm) have the same system — either single or double?

The origin of the dual rate system in radio stems from the newspaper medium. For like newspapers—but unlike magazines—radio came along to cater to both the national and local advertiser.

Those who favor the adoption of a single rate for radio (the idea itself has been successfully used by stations for years) claim that the dual rate system has been abused.

DEFINITION NEEDED

On the other hand, there is evidence to show that much of this dispute is more an issue of ethics than economics. Some agencies, for example, have stated that there is nothing wrong with the double rate provided eligibility for local and national rates are clearly defined and administered.

The cases for the two viewpoints are presented here by William B. Caskey, executive vice president of WPEN Philadelphia, and Duncan Mounsey, executive vice president of WPTR Albany, N. Y.

Mr. Caskey, who is in favor of a retail rate, believes it is necessary for "the little retailer who cannot use the extensive coverage a radio station provides." Mr. Caskey emphasizes that this retailer must qualify on three counts. "He must be advertising *his* store, *his* services or *his* prices."

Regional advertisers, Mr. Caskey explains, pay the general rate because they can avail themselves of the broader coverage. At present, there is approximately a 20 percent differential between the local and general rate for WPEN.

The case for the single rate is taken up by Mr. Mounsey whose WPTR just brought its local rate up to the national level. Prior to this, he states, there was a 25 percent differential between the average local and national package.

Mr. Mounsey feels that a radio station today is a "community service operation with total market impact. Radio," he continues, "is a product where one minute is as good as the next, 24 hours a day. This product should cost everybody the same thing."

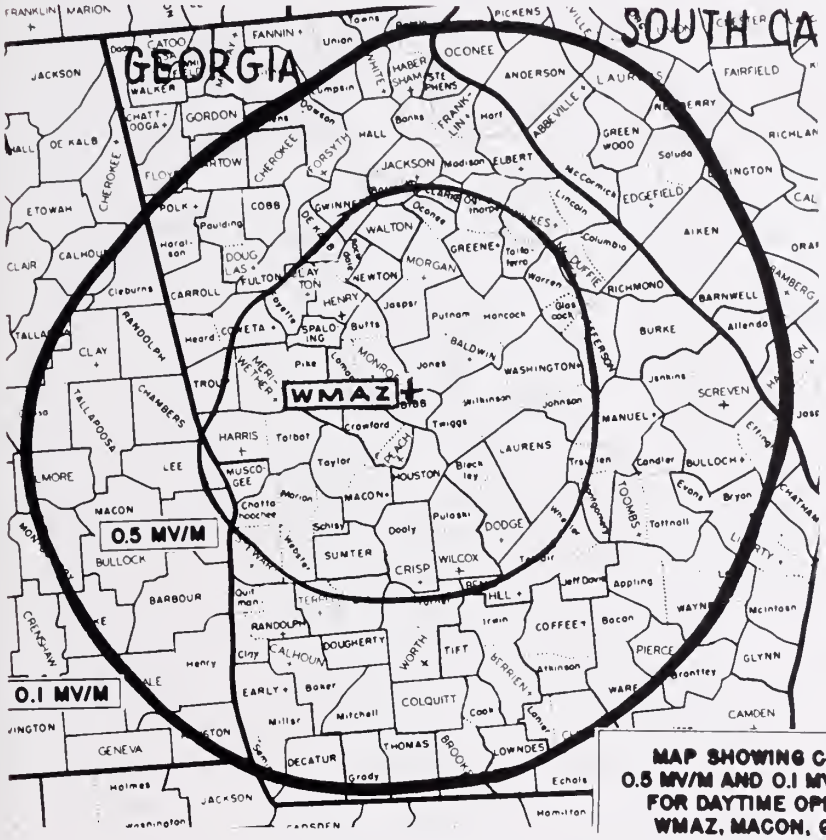
Mr. Mounsey states that 65 percent of his total income is in local business. And such local accounts as the Woodbury Lumber Co. in Glens Falls, N. Y., about 50 miles from Albany, appear satisfied with the rate change. There are also, he declares, considerations in favor of the single rate in avoiding price inequities that sometimes exist as to who qualifies for the local rate.

ADHERENCE TO STABILITY

As we see it, it is as much a matter of ethics as economics. Newspapers have never had their success measured by the double rate. The single rate can make it easier for the national agency when confronted with a confused local situation. On the other hand, the single rate alone is not insulated against bargaining either. Stations, agencies and advertisers all will benefit by adherence to a *stable* rate structure.

For radio to continue to earn the respect of national and local advertisers, its rate structure —single or double—must be not only clearly stated but diligently maintained.

Sherman Did It! So Can You-


GEORGIA
SOUTH CA
WMAZ
0.5 MV/M
0.1 MV/M
MACON
GENEVA
DECATUR
COLQUITT
SUMTER
CRISP
DOUGHERTY
TIFT
COFFEE
BERRIEN
LOWNDES
THOMAS
BROOKS
EARLY
CALHOUN
RANDOLPH
TERRELL
DOUGLAS
WORTH
HOUSTON
PEACH
BIBB
JONES
BALDWIN
WASHINGTON
LAURENS
TOOMBS
WAYNE
PIERCE
GLYNN
CAMDEN
WARE
BULLOCH
SCREVEN
JENKINS
BURKE
RICHMOND
AIKEN
EDGEFIELD
ABBEVILLE
GREENWOOD
LAURENS
FAIRFIELD
RICHLAND
BARNWELL
ALLENDALE
HAMPTON
JASPER
PUTNAM
MORGAN
GREENE
WALTON
GWINNETT
HALL
BANKS
FRANKLIN
HABERSHAM
RABUN
TOWNS
UNION
FANNIN
GILMER
PICKENS
OCONEE
ANDERSON
GORDON
CHATTOOGA
WALKER
CATOOSA
DADE
FLOYD
POLK
PAULDING
COBB
DE KALB
ROCKDALE
NEWTON
HENRY
SPALDING
FAYETTE
CLAYTON
FULTON
COWETA
HEARD
CARROLL
HARALSON
DOUGLAS
CHEROKEE
FORSYTH
JACKSON
BARROW
CLARKE
OGLETHORPE
WILKES
LINCOLN
COLUMBIA
MCCORMICK
EDGEFIELD
GREENWOOD
SALUDA
NEWBERRY
LEXINGTON
RICHLAND
CALHOUN
ORANGEBURG
BAMBERG
COLLETON
BEAUFORT
JASPER
HAMPTON
ALLENDALE
BARNWELL
AIKEN
EDGEFIELD
MCCORMICK
ABBEVILLE
GREENWOOD
LAURENS
FAIRFIELD



WINS *leads* in advertiser acceptance—billing 50% above 1957.

WINS *leads* in audience acceptance. Delivers more adult listeners per dollar than any other station.

WINS *leads* in balanced programming — news — music — sports — special events — community service.

WINS • RADIO CIRCLE • NEW YORK • JUDSON 2-7000

"NEW YORK'S MOST IMPORTANT STATION"

Elroy McCaw, President • H. G. (Jock) Fearnhead, V.P. and General Manager • Jack Kelly, Sales Manager

Represented by The Katz Agency, Inc.

In Los Angeles it's KDAY NOW 50,000 watts

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 3—NO. 4

APRIL
1959

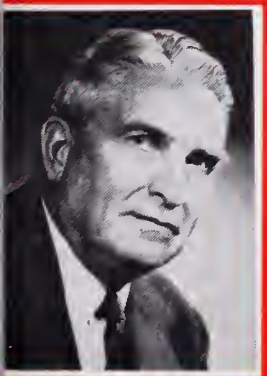
35 CENTS

ING THE 'SELL'
Agencies Handle
mercial Production
page 21

T PAPER WORK
air Finds Method
implify Paper Load
page 24

NG PROPOSAL
Is to Make Areas
Measurement Uniform
page 30

INSTORMING
and Problems Aired
Radio Men Gather
page 34



Robert Smallwood
re Than $500,000 in
mer Radio to Put Heat
nder Iced Tea Sales
page 28

WPTR*
means
PUBLIC TRUST RADIO

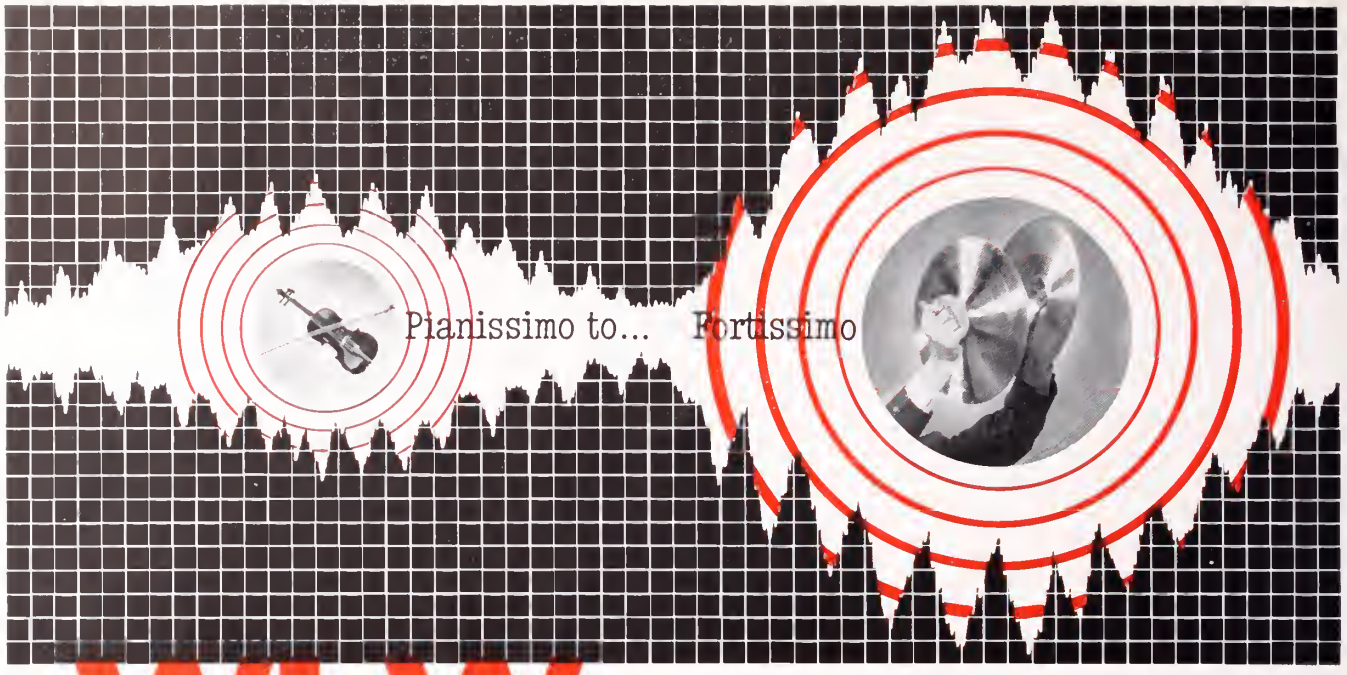


This is community service...



Winner, National Headliners Club Award for public service by a radio station.

* 50,000 people watts serving Albany-Troy-Schenectady and the great Northeast.



WLW Acclaimed.....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station – according to Frank H. McIntosh Laboratory, Binghamton, N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time – check these figures below . . . and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!)
WITH WORLD'S HIGHEST FIDELITY

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION.... ..... PER WEEK.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.



One little clock radio produces over 50,000 sponsor identifications by listeners to Atlanta's WSB Radio...

During National Advertising Week the WSB Radio audience was invited to take part in a little game the staff cooked up.

"Send in the names of WSB advertisers whose messages you hear, Monday thru Friday," they were asked. Clock radio pictured was offered the one submitting the longest correct listing.

Now this was no great shakes of an award. And therein lies the entire significance of the event. *Over 50,000 advertiser impressions were recorded* in the mail received from participants.

Advertiser identification always has been high on WSB Radio. And this is one more reason why WSB *out-produces and out-sells* competitive media in Georgia.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

WSB Radio
The Voice of the South
ATLANTA



. . . ON A BILLION-DOLLAR TARGET!

WSPD Radio's across-the-board leadership in the billion-dollar Toledo market continues to give advertisers more sales ammunition for their dollar. All-time high ratings are the result of WSPD's forward march in its 38-year domination of Toledo, attained by consistently aggressive programming and promotion.

To bulls-eye Toledo's billion dollars, depend on the one station to score—and keep scoring! Ask your KATZ man for details.

"Famous on the local scene"

WSPD

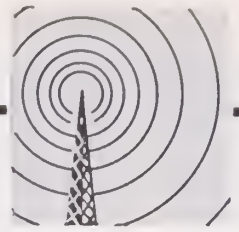
SPeeDY

NBC RADIO in TOLEDO

Storer Radio

STORER BROADCASTING COMPANY

WSPD Toledo · WJW Cleveland · WJBK Detroit · WGBS Miami · WAGA Atlanta · WWVA Wheeling · WIBG Philadelphia



Radio's Barometer

$641,000,000 '58 Radio (NAB est.-gross)

145,000,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios

1,124,737 Sets Made (January EIA est.)

3,930 Stations on Air

Spot: Annual Adam Young Inc. estimates of spot radio billings in 134 multi-station markets places the gross figure at $165 million for 1958, compared with the estimate of $166,367,000 by Station Representatives Association for total spot radio. According to the representative firm, annual volume is presently running at the rate of $143 million for these markets, based on business during the last quarter of 1958 and the first two months of this year.

Network: NBC has announced more than $2,700,000 in new and renewed net business including a $1 million, 26-week campaign ordered by General Insurance Companies. CBS had a $375,000 week in March, signing U.S. Plywood Co. and Reddi-Wip Inc. for 13-week campaigns and Pepsi-Cola Co. for 10 weeks. MBS announced six "long-range" campaigns by national advertisers. ABC signed Dr. Pepper and Chas. Pfizer & Co. for live music shows. (See *Report from Networks*, p. 57.)

Local: Two stations—KOL Seattle and WAPO Chattanooga—have reported increases in billings. According to William Simpson, general manager, gross revenue in March for KOL was 30 percent above the same 1958 month, with April running about 75 percent ahead of the previous year. And WAPO reports that the year 1958 was about 65 percent ahead of 1957.

Stations: The number of am and fm stations on the air as of mid-March totals 3,930, an increase of 15 (five am and 10 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,339	591
Applications pending	490	44
Under construction	119	134

Sets: Total radio set production including car radios for January was 1,124,737. Total auto radio production for January was 520,052. Total set sales for January excluding car radios were 700,490. Total transistor unit sales for January were 5,195,317 with dollar value of $13,626,886. Fm production for January was 30,235. Also see *Report on Fm* (p. 59).



pulls
"First All Day"
*rating!**

***"Most listened to"**... and hottest of any as indicated by recent audience studies!

Top personalities and *best news coverage* . . . local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater *cumulative* audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958



Represented Nationally by the KATZ Agency

for buyers and sellers of radio advertising

U.S. RADIO

APRIL - 1959 VOL. 3 - NO. 4

. . . IN THIS ISSUE . . .

Sound in the Making 21
How Advertising Agencies Handle Production of Radio Commercials

Trimming Spot Paper Work 24
Sinclair's Two-Year Experiment Simplifies Agency-Station Paper Load

Heat for Iced Tea Sales 28
More Than $500,000 to Radio For Summer Tea Council Drive

The Young Proposal 30
A New Plan to Make Audience Measuring Areas Uniform Is Shown by Adam Young

Radio Brainstorming 34
Ideas Pop and Problems Aired When Radio Men Get Together at Convention

Question and Answers 38
Chicago and New York Agency Men Comment on Radio Programming

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	60
BPA Memo	52	Report on Fm	59
Commercial Clinic	48	Report from Networks	57
Editorial	64	Report from RAB	54
Focus on Radio	42	Report from Representatives	55
Hometown U.S.A.	45	Silver Mike	17
Letters to Editor	18	Soundings	7
Names and Faces	62	Station Log	50
Radio Registers	53	Time Buys	10
Radio Research	61	Washington	15
Report from Agencies	56		

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BPA

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Accepted as controlled circulation publication at Baltimore, Maryland.

Question:

Why do 100 leading nationally advertised products use the Keystone Broadcasting System?

Answer:

Because Keystone's Hometown and Rural radio stations, locally programmed, provide the most efficient way to cover the valuable C & D markets.

We will be happy to send you the following:

- ☐ **Keystone's complete station list, or**
- ☐ **Details on Keystone's farm market coverage**



write or wire today!

Keystone Broadcasting System, Inc. Dept. US-2
111 West Washington St., Chicago 2, Ill.

- ☐ Please send me copy of up-to-date Farm Market Analysis.
- ☐ Keystone's entire station list.

Name _____

Address _____

City _____ State _____ Zone _____

A good SALESMAN commands respect...

and so does a good STATION!



A really good salesman commands respect for himself, his product, his company. Respect means confidence — *belief* — SALES!

The same is true of radio stations. Some *do* command respect, and this *does* make a difference! People in Iowa have respected WHO for *generations*. They respect the advertising they hear on WHO because they know that WHO sees to it that *everything* we broadcast is dependable, respectable and sound—news, sports, entertainment AND COMMERCIALS.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

You undoubtedly evaluate the stations you select as closely as you do your salesmen. When you want a top-notch radio station in Iowa, ask PGW about WHO Radio—Iowa's greatest!

WHO

for Iowa PLUS!

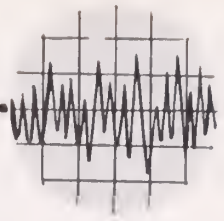
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*



90 Percent of Commercials Pre-Recorded by Budweiser

Attesting to the importance of the various aspects of production in the creation of commercials (see *Sound in the Making*, p. 21) is the disclosure that almost 90 percent of Budweiser's commercials are recorded, only 10 percent done live. A heavy radio user, the D'Arcy client normally buys more than 300 stations, with that number doubling in the hot summer months.

"Always in Tune With You" Theme of May Radio Month

To convey the personal service radio renders in entertaining and informing people around the clock wherever they are, the National Association of Broadcasters has chosen the theme, "Radio . . . Always in Tune With You" for National Radio Month in May. Last year, the first month-long promotion featured "Radio is Close to You." Promotional kits and suggestions are already on their way from NAB to stations.

Radio Gets the Call From 'Average' Negro Consumer

The average Negro, if he had $25,000 to spend in advertising, would put the major share—13 percent—of it in radio. This is revealed in a motivation study of 150 Negro and 50 white families in Houston conducted by Dr. Henry Allen Bullock of Texas Southern University. The figures in dollars: Out of $25,000, the average Negro would spend $10,830 in radio. The study financed by the OK Group stations and the Motion Picture Advertising Service, and being shown to agencies in presentation form, is called a "revealing . . . detailed study of Negro life from birth. . . ." It deals with the different motivational factors affecting Negro consumers.

Pulse Reports Now Based On Full-Month Periods

To avoid hypoed rating-week promotion activity, The Pulse Inc. now publishes its reports on the basis of full-month, everyday interviewing instead of one survey week a month. Stations, agencies and advertisers "want this extra re-assurance," says Pulse president, Dr. Sydney Roslow. "We believe," he adds, "that it is not how many markets are covered, but how often and how qualitatively, that counts most." He says that a year and a half of "careful testing" went into the decision to conduct everyday interviewing.

Basic Station Information On One NBC Spot Sales Form

To supply necessary market and station information to timebuyers, NBC Spot Sales has devised a new form designed to consolidate all basic station information needed to evaluate a proposed schedule of availabilities. Each station is providing NBC Spot Sales with copies of a standard four-page folder with a blank cover page, the stations program schedule on the inside pages, and the station's coverage map and basic rate card information on the back page. The cover page will be used as an availability sheet.

"Universal Coverage" Provided By Radio in West Germany

West German radio provides almost universal coverage throughout that country, according to Robert Douglass Stuart, marketing consultant. And commercials, which are accepted, penetrate "the total audience." A late 1958 survey, he says, shows that 70 percent of the total non-cumulative weekly audience tunes in to commercial periods regularly, and 40 percent likes them.



sold!...for billion

dollars!

Food and drug sales in Storer markets
totaled eight billion dollars*—
a substantial share of which was sold through
the impact of radio and television
stations owned and operated by the
Storer Broadcasting Company.

"SOLD ON A STORER STATION"
is more than a slogan . . . it is a reality.

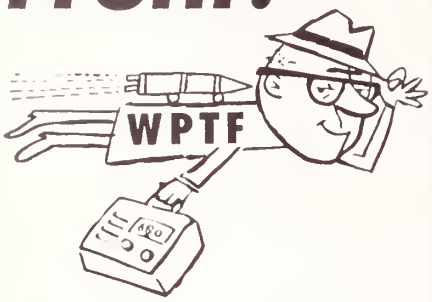
* *7 billion food, 1 billion drugs*
as reported by 1957 Sales Management
"Survey of Buying Power."

Storer Broadcasting Company

WGBS Miami	**WAGA** Atlanta	**WWVA** Wheeling	**WIBG** Philadelphia	**WSPD** Toledo	**WJW** Cleveland	**WJBK** Detroit
WAGA-TV Atlanta	**WSPD-TV** Toledo	**WJW-TV** Cleveland	**WJBK-TV** Detroit	**WITI-TV** Milwaukee		

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

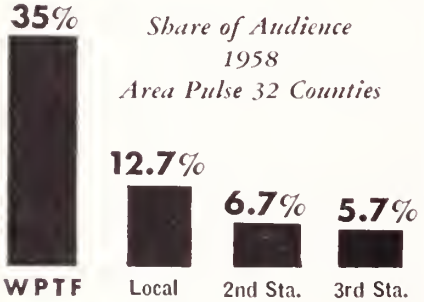
Way out Front!



WPTF is way out front with listeners both at home (Metropolitan Raleigh) and throughout its 32-County Area Pulse. 70 out of 72 quarter hours at home . . . and every single quarter hour throughout the area! And here's the share of audience story:

Metropolitan Raleigh (Wake County)

WPTF 31.4%
"B" 24
"C" 16.7
"D" 9
"E" 5.3
All Others. . 8





WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

Anheuser-Busch Inc.

Agency: *D'Arcy Advertising Co., St. Louis*

Product: BUDWEISER BEER

Prospects are that the company's present aerial campaign on 300 stations will soon expand to twice that number of outlets as its summer selling intensifies. The agency recently completed another of its major recording sessions in Chicago for the account, which uses a heavy schedule of radio across the country year-around. Harry Renfro is manager of the agency's radio-tv media department.

Best Foods Inc.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: BEST FOODS MAYONNAISE, HELLMANN'S MAYONNAISE

Timed for salad weather, a series of flights of varying lengths are starting this month in more than 40 markets. Announcements for Best Foods (in the West) and Hellmann's (in the East) are on a saturation schedule over multiple stations per market. Dorothy Medanic is timebuyer.

Buitoni Foods Corp.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: SPAGHETTI, RAVIOLI, SAUCES

Catching the cook's attention before hot weather sets in, this firm is using 15 stations in about 10 major markets (including Chicago; Boston; Hartford, Conn.; Washington, D. C., and New York) to broadcast a series of announcements from now till the end of June. As many as 36 one-minute spots will be used per station per week. Larry Butner is timebuyer.

Carter Products Inc.

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York*

Product: COLONAID

Starting on Mutual Broadcasting System for a 26-week schedule beginning this month, the company is also continuing on a spot basis in several markets to supplement the network buy. One-minute announcements will be used in daytime and early evening periods. Timebuyer is Beryl Seidenberg.

Champion Spark Plugs Co.

Agency: *J. Walter Thompson Co., New York*

Multiple stations in 45 to 50 markets are broadcasting one-minute announcements during traffic times in a current nine-week campaign. Frequencies vary with the markets. Timebuyer is Allan Sacks.

Ford Motor Co.

Agency: *J. Walter Thompson Co., New York*

A heavy frequency of announcements is on the air as of April 6 in an extensive array of markets, and will continue for a two-week period in promoting all Ford company models. Timebuyer is Allan Sacks.

The Greyhound Corp.

Agency: *Grey Advertising Agency Inc., New York*

Product: BUS TRANSPORTATION

Set to go on a two-week radio drive, the company's Southwest Division is scheduling from 12 to 25 one-minute announcements a week for approximately two weeks starting the end of this month in 14 markets.

(Cont'd on p. 12)

BIG things are happening in Chicago— on WGN radio!

- *Now broadcasting 24 hours daily, Tuesday through Sunday*
- *Broadcasting sixty Trafficopter reports per week*
- *New Popular Coca-Cola Hi-Fi Club*
- *Chicago Cubs Baseball— home and away*
- *Radio Press—world-wide on-the-spot news service added to WGN's extensive news department coverage*

Add to this the best in music and top personalities—it's no wonder *WGN-RADIO* continues to top all other Chicago stations!

WGN-RADIO

THE GREATEST SOUND IN RADIO

441 North Michigan Avenue • Chicago 11, Illinois

FEBRUARY-MARCH

HOOPER

SHARE OF AUDIENCE:



Proves KONO is your

BEST BUY

for Radio Coverage in

SAN ANTONIO

— and KONO leads the field in PULSE, too. First in all 360 quarter-hour periods, Monday thru Friday. (Jan. 1959)

KONO

JACK ROTH, Manager
P. O. Box 2338
San Antonio 6, Texas

(Cont'd from p. 10)

Greyhound's Western Division is on the air in 32 markets on a similar frequency; the run started the end of March and continues through May. Media manager for the account is Joan Rutman.

P. H. Hanes Knitting Co.

Agency: *N. W. Ayer, Philadelphia*

Product: MEN'S UNDERWEAR

In a "first time" on radio, the company will participate in NBC's weekend *Monitor* this fall. The buy entails sponsoring 10 five-minute segments by Bob and Ray each weekend from November 7 through December 13.

Harrison Tackle Co.

Agency: *Victor & Richards Inc., New York*

Product: VIVIF

This fish lure imported from France is nibbling at radio in anticipation of the opening of fishing seasons across the nation, and a major buy will depend on the outcome of tests about to be made in various markets. The marketers of this mail-order item plan to buy a week at a time, and renew according to results. Timebuyer is Lucille Widener.

Lever Bros. Co.

Agency: *Ogilvy, Benson & Mather Inc., New York*

Product: GOOD LUCK MARGARINE

A 52-week schedule on NBC is starting now, with 30-second participations 12 times a week on daytime programs. The buy, effective April 6, represents a change in networks by the product. Timebuyer is Bert Hopt.

Merck & Co.

Agency: *Charles W. Hoyt Inc., New York*

Product: FRUIT FREEZE

A chemical agent utilized when fruit ripens, this product will take to the air in a number of markets across the country as the fresh fruit season opens up in various farm regions. Schedules will extend from four to eight weeks, with frequencies depending on the market, and will be spotted from early spring until fall.

Merck & Co.

Agency: *Charles W. Hoyt Inc. New York*

Product: GIBREL

Four to six weeks of air time, principally in California and Texas, will advertise this product, designed to increase crop yield, as agricultural activity heightens. Radio schedules have already started in some areas; last starting date will be in May. Approximately 20 announcements a week will be used over selected stations.

Northam Warren Corp.

Agency: *Doyle Dane Bernbach Inc., New York*

Product: ODORONO

A 26-week schedule under way in 30 major markets will channel daytime minutes over 60 stations at the rate of 12 to 18 announcements per station per week for this deodorant. Otis Hutchins is timebuyer.

Pan-American Coffee Bureau

Agency: *Batten, Barton, Durstine & Osborn Inc., New York*

Product: ICED COFFEE

Switching from hot to cold, the bureau will launch a summertime campaign for iced coffee starting the first of June, with radio as its sole consumer medium. NBC network time will broadcast the bureau's musical message, "Pour Some More Iced Coffee," a total of 50 times a week during June and July. This is

the fourth year the coffee association has conducted a campaign, the first year it has used radio alone.

Pepsi-Cola Co.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: PEPSI-COLA, TEEM

Adding to the buy of four networks made earlier this year, the company is now going on the air over 140 independent stations, principally in bottlers' hometowns beyond the realm of network coverage. The spot campaign, which started mid-March, will continue through Memorial Day weekend. Approximately 15 announcements per week are being used on the independent stations and an average of 13 per week on the networks, all based on Pepsi's current "Be Sociable" theme. Teem, a new lemon-lime beverage recently brought out by the company, is currently on the air in one market (St. Joseph, Mo.), but more than 50 bottlers are expected to be distributing the soft-drink by the end of the year, probably utilizing spot radio packages made available by Pepsi to promote it. Dick Trea is timebuyer.

Plymouth Cordage Co.

Agency: *Fuller & Smith & Ross Inc., New York*

Product: RED TOP BINDER TWINE

Springtime equipment buying in the farm belt has prompted this manufacturer of baler and binder twine to take to the air this month for approximately six weeks in a scattering of markets in the Midwest. Announcements are scheduled for farm programming times. Timebuyer is Bernie Rasmussen.

Sinclair Refining Co.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Product: GAS AND OIL

Shifting into high gear radio for the summer months, Sinclair is driving home its sales message via a spot buy of 450 stations, plus the 280 stations of MBS, 130 stations of Keystone Broadcasting System and 30 stations of Country Music Network. Traffic times are being used—three times a day five days a week on MBS, 10 spots a week on the other two chains. The company's radio outlay for 1959 is expected to exceed $1 million. (See *Sinclair Trims Spot Paper Work*, p. 24.) Timebuyer is Kay Shanahan.

Tea Council of the U.S.A. Inc.

Agency: *Leo Burnett Co., Chicago*

A cool customer for the listener's medium, the council will add an aural ice cube to its favorite brew in a $500,000 all-radio promotion to start May 15 in southern markets, then follow the sun north. The campaign will use approximately 100 stations in 29 markets, with between 65 and 115 announcements per week scheduled for afternoon hours in each market. (See *Putting Heat on Iced Tea Sales*, p. 28.)

Warner-Lambert Pharmaceutical Co., Family Products Div.

Agency: *Warwick & Legler Inc., New York*

Product: BROMO-SELTZER

Seven southern markets are the target of a radio campaign starting this month for the effervescent headache preparation. The buy will continue until the end of 1959 and utilizes a variable pattern of eight-week flights and regular schedules. Frequencies vary from 11 to 40 or more announcements a week per market. Joe Hudack is timebuyer.

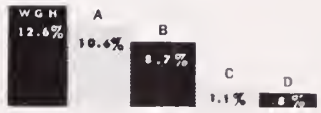
...We wanted to know...
so we asked PULSE to ask the people of Nations 27th Largest Market the following

THE RESULTS:

November 1958 Qualitative Survey of the 22 County Tidewater, Va. Area

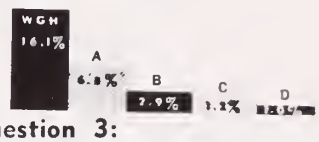
Question 1: When you first turn on the radio, is there any particular station you try first?

Answer:



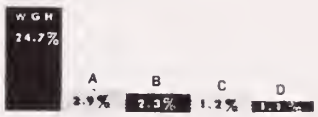
Question 2: Which radio station, if any, do you prefer for music?

Answer:



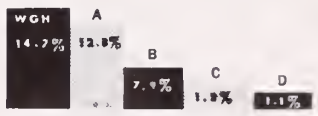
Question 3: Which radio station, if any, do you prefer for news?

Answer:



Question 4: If you heard conflicting accounts of the same story on different radio stations which station would you believe?

Answer:



WGH RADIO
Color Channel 131
Norfolk - Newport News - Portsmouth and Hampton, Virginia

...ranks 1st during 155 out of 180 rated half hours...

Represented Nationally by JOHN BLAIR & COMPANY

The Modern American Family

ONE OF THE SPECIES:

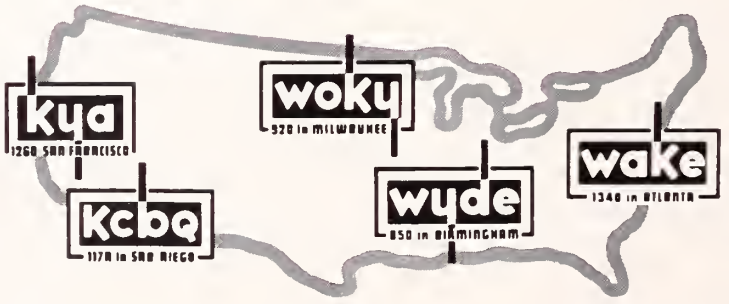
The Apron Stringed Home Runner



A domesticated creature devoted to Bartell Family Radio for entertainment, information, shopping news. Responds quickly to attractive overtures. Sings jingles while roaming super markets, drug and department stores. She is in the 84% group of adults who comprise the dominant audience of Bartell Family Radio in five major markets.

Bartell Family Radio Reaches More Different Kinds Of People

BARTELL FAMILY RADIO
COAST TO COAST



Bartell it . . . and sell it. Sold Nationally by ADAM YOUNG INC.



Interest in Ratings By NAB and the Hill Grows

Is radio getting a fair shake from audience measurement and rating services? This is a question that has been debated to one degree or another in every stage through which radio has evolved since that time years ago when the industry realized that in some way—or perhaps in a combination of several ways—a yardstick had to be applied to listenership.

The most recent action to standardize radio ratings—and hence present a more factual picture of radio listening—has come from the National Association of Broadcasters in the shadow of a pending congressional inquiry on rating services sparked by Senator Mike Monroney (D-Okla.), a member of the Senate Commerce Committee and its Communications Subcommittee. Senator Monroney, who has pushed the necessity of such hearings into a prominent position on the Commerce Committee agenda, has been an ardent campaigner for complete industry agreement on the base that is utilized in ratings. He has also been severely critical of what he considers the stranglehold ratings have on any given program.

How Radio Is Involved In Senate Legislation

Senator Monroney is specifically interested in television. According to his office, he has not indicated that he intends to look into radio ratings per se in the forthcoming—but as yet unscheduled—hearings. But the very nature of radio involves it to some extent in the investigation which Senator Monroney is about to undertake. A spokesman for the Senate Commerce Committee has pointed out that the rating services which have been asked to supply the committee with preliminary information are the same organizations that measure radio's audience as well as tv viewership. The same is true of advertising agencies which the committee has already approached for information on the reliability of rating methods that are currently in use.

Another significant factor is the similarity of approach used by the rating services in measuring both radio and television audiences. Because of such similarities and because the committee files contain complaints on radio ratings as well as television, the outcome of these hearings may have an equal effect on both media although the one—television—is more prominently involved.

New NAB Standards Assume Added Importance

The NAB radio rating standards take on added importance in light of the Hill interest in the whys-and-wherefores of audience measurement. Basically they ask only that rating services call a spade a spade and let the subscriber know exactly what he's getting. They are minimal standards; they are brief; they are timely.

The standards have been written by the NAB Radio Research Committee at the request of the radio board of directors. The purpose is to detail the sort of information that a radio report should contain before it can be considered a valid report. Radio today cannot be measured as it was even 10 years ago, John F. Meagher, vice president for radio at NAB, emphasizes in discussing the newly released standards with U. S. RADIO.

(Cont'd on p. 16)



Now Operating
24
HOURS
A DAY

The only radio station
between Detroit and
Chicago to offer this
around-the-clock service

•

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS



A rating method must keep pace with the changes of the medium it is measuring. The complexity of measuring radio listening has been compounded over a period of time as radio listening gradually ceased to be a group activity and became a personal medium. The yardstick that was used to measure living-room in the days of the one-set household is as passe as the crystal set.

A rating service must go to the person these days, not the family, to come up with accurate and complete radio listening data. Mr. Meagher notes that each major rating service has done something toward improving its methods of measuring radio listening and that some—though not all—have already incorporated certain of the committee's recently suggested standards into their measurement methods.

The standards which concentrate on five aspects of radio ratings are:

"1. The dimensions of the audience surveyed: State which persons in the household were interviewed. State what radio household radios were included. State whether out-of-home listening was included. If included, state what types of listening were covered (e.g. whether the survey counted in auto radio, listening in public places, etc., specifying those places included).

"2. The area surveyed: Specific information covering location of sample households and individuals reported upon; whether by city limits, metropolitan area, county or other. Area should be *clearly defined.*

"3. The method of survey: State how information was obtained, whether by telephone coincidental, recall or a combination of both. Mail ballot, diary or log. Mechanical recorder or other.

"4. Size of sample: The number of completed interviews, diaries or logs, ballots, mechanical recordings must be reported. This information, both over-all in relation to population of universe measured and per program or unit of time measured, should be clearly stated.

"5. Survey dates: Date(s) the survey occurred must be reported."

In arriving at these guideposts which are intended to promote higher standards in radio ratings, the committee also has noted that it is up to the individual rating organization to keep tabs on the manner in which its information was used for promotional purposes by a subscriber. It emphasizes that it is immaterial whether a report is "a one-time survey, part of a series of reports, or a regular survey series; each report should contain this kind of information."

The new standards are the culmination of stepped-up broadcaster interest in radio rating methods which was underscored in January 1958 with the publication of a report of the NAB Radio Research Committee on radio audience measurement (see *Hometown, U.S.A.*, March 1958). That was the first formal study of the subject since the demise of NAB's Broadcast Measurement Bureau some 10 years before, Mr. Meagher points out. The report stressed objectivity. Aside from broadcasters who figured in the compilation of the data, rating services personnel and clients were interviewed. The report named no names and avoided criticism of the way any particular rating service was doing its job.

But the text did emphasize two things which a year later have been incorporated into what the NAB committee considers the minimum service a measurement organization should offer a subscriber: The necessity of out-of-home measurement which can be combined with in-home listening statistics, and the need to use the individual as the unit of measurement.

Rating services responded favorably to the suggestions for further study that were made in the 1958 report, Mr. Meagher recalls, and he is confident that the new standards will be similarily received by the audience measurement industry. • • •

the *Silver Mike*





THIS MONTH:

JOHN F. HARDESTY

Vice President & General Manager
Radio Advertising Bureau Inc.

Sees Budget Grow From $142,000 to $1.1 Million

John F. Hardesty has personally experienced the growth of Radio Advertising Bureau from an annual budget of $142,000 in 1951 to $1.1 million in 1959.

With the exception of two years, Mr. Hardesty has served with RAB since its launching eight years ago. It is estimated that during this time he has traveled more than 350,000 miles as a radio goodwill ambassador, salesman and trouble shooter.

Next month, Mr. Hardesty turns in his traveling case as vice president and general manager of RAB to become a vice president and partner in the media brokerage firm of Hamilton, Stubblefield, Twining & Associates (radio, tv stations and newspapers). He will locate in San Francisco and handle media property sales in the 11 Western states, Alaska and Hawaii.

Mr. Hardesty joined the former Broadcast Advertising Bureau in November 1951 when the bureau was getting started as the sales dream come true of radio stalwarts. He served as local promotion director until 1954 when he joined Westinghouse Broadcasting Co. as eastern sales manager. Two years later, in January 1956, he returned to RAB in his present post as number two man, next to Kevin B. Sweeney, president.

Mr. Hardesty's career has been almost entirely in the field of radio. Born in Washington, D. C., in June 1922, he turned to radio in 1939 when he joined WJSV Washington (now WTOP) as a page. He actually had an earlier start in a career selling false teeth to dentists when he was 16 years old.

In early 1940, he became music librarian for the station. From 1941 to 1945, Mr. Hardesty served with the Navy, first in Naval Intelligence (Office of Censorship) and then with an Atlantic Task Force.

In 1945, he returned to WTOP as assistant to the promotion and publicity manager, Maurice Mitchell, who was later to become the first president of BAB. Mr. Hardesty became assistant sales manager in 1946 upon Mr. Mitchell's move to the sales manager's post.

Later in 1946, Mr. Hardesty became sales promotion manager of WOL Washington. In 1948, he was named special events and public relations director for WOIC-TV (now WTOP-TV). He remained there until 1950 when he joined the National Association of Broadcasters as director of station relations. When BAB was set up as a separate organization, Mr. Hardesty moved to New York to start his six-year tenure with radio's sales promotion arm. • • •

In the Big, Rich Southwest . . .

KWFT

Wichita Falls, Texas delivers

BIG

NCS NO. 2 CIRCULATION



Based on NCS #2 weekly daytime circulation (108,300 homes), KWFT delivers the 73rd market in the U.S. Includes 77 counties with over $1\frac{1}{3}$ billion total retail sales (Consumer Markets, 1958).

AT LOWEST COST PER 1000
PLUS

BIG

BONUS COVERAGE

. . . in KWFT's gigantic ½ mv/m area: 1,201,407 total households; nearly $5 billion total retail sales!

See your H-R representative
or Clarke Brown man

KWFT
The Voice of the Rich Southwest
WICHITA FALLS, TEXAS

BEN LUDY
Pres. & Gen. Mgr.

5 K W
at 620
Day & Night



LETTERS TO

Time to Buy

Your story on buying radio (*Time to Buy,* March 1959) was an exceptionally good one. I appreciate the quality with which you reported about Y&R.

William E. Matthews
Vice President and
Director of Media Relations
Young & Rubicam Inc.
New York

Cause of Confusion

Everything was fine up to the last sentence of your editorial (*Single or Double Rate?* March 1959) where you said, "There is approximately a 20 percent differential between the local and general rate for WPEN."

Too bad you didn't use the word "retail" instead of the word "local" because each carries a different connotation, which in reality is the basis for the present confusion.

William B. Caskey
Executive Vice President
WPEN Philodelphia

Copies Available

In the March 1959 *Soundings,* there is an item on "Another in the Adam Young Inc. studies, 'The Dynamic Change in Radio.'"

We are interested in securing copies of this new study and if not available from you directly, we would appreciate your advising us where we may obtain them.

William A. Benz
Regional Advertising Director
Beneficiol Monagement Corp.
Morristown, N. J.

(ED.'s NOTE: Copies available through Adam Young Inc., New York)

Changing Needs

Ever since U. S. RADIO started publishing, I felt that radio broadcasting had really found a true friend. With the onslaught of other media as great as it has been, the role played and to be played by your publication

THE EDITOR

takes on added significance. Ours is an industry which is constantly changing and, at times, one cannot see what is going on over the mountain when he is in the valley.

I particularly like the organization of your publication for easy reading and its objective reporting reflects honest effort to present radio broadcasting's point of view. Keep up the fine work.

Paul Godofsky
President
WHLI-AM-FM Hempstead, N. Y.

Information

I have now had an opportunity to read your March issue. I must agree most heartily that it contains more information than I've seen in a trade publication in a long time.

We were indeed proud to be a part of this monumental issue.

Joe Andrews
Caardinator, Pragrams and Public Relatians
WMAZ Macan, Ga.

Standards Needed

Your article in the March issue on why doesn't radio get more business in spite of the proof available that radio delivers audience at an unusually low cost per thousand is very helpful.

However, I think it failed to point out the true reasons, namely: Radio programming lacks any real set of standards. . . . We have a great deal of effect on the thinking and actions of our audience. . . . Yet, how about some qualifications for broadcasters, like courses of study on how people react to music, to speech, to the human voice.

Let's have a radio station operator equivalent to the managing editor of a newspaper. Let's manufacture a good product before we go out to sell it.

Rod Walter
Manager
KPRB Redmand, Ore.

Quality radio in the



WHBF

WHBF RADIO, a veteran broadcasting station of 34 years in the Quad-City area, recently put itself through a soul-searching examination to wit: "What direction should it take in programming for today's audience—toward faddism or to modern conventional?"

THE FINAL CHOICE WAS INFLUENCED considerably by the very nature of WHBF's background—stability, reliability, adult stature. Accordingly, the program policy at WHBF has been up-dated but covers fundamentally the same broadly entertaining, informative news and public service scope as before.

FULL DIMENSION RADIO is the promotion theme that WHBF uses currently in presenting its broadcasting services to the 272,600 people in the Quad-Cities . . . a typical mid-America metropolitan area, with a surrounding rural territory of unusual fertility.

FULL DIMENSION RADIO at WHBF means a wide range of programming with a change-of-pace attractive to many categories of listener. This we believe is a sound, long-lived policy. On it we base our effectiveness to advertisers who seek an adult audience in a market with above the national average buying power.

SHOULD THIS PHILOSOPHY be compatible with your own thinking, WHBF will provide the proper adjacencies to serve you effectively in the Quad-City market.

Ask Avery-Knadel ar write ta Maurice Carken, WHBF, Telca Bldg., Rack Island, Ill., far recammendatians and availabilities.

STRONG & PRODUCTIVE FROM DEEP ROOTS



WHBF

Covering Eastern Iowa — Western Illinois • RADIO & TELEVISION



MORE NEWS... and Miami knows it!

The millions of south Floridians—and the millions more of their visitors — have learned to recognize this area's *authoritative news source*... Radio Miami WGBS! Consistent, dramatic news scoops have captured the interest and attention of Miami's most able-to-buy audience.

Complete local coverage, coupled with the world-wide CBS news staff, is *one* important reason why your best buy is Radio Miami WGBS, Florida's most quoted station. Represented by the KATZ Agency

"Famous on the local scene"

FLORIDA'S MOST QUOTED STATION

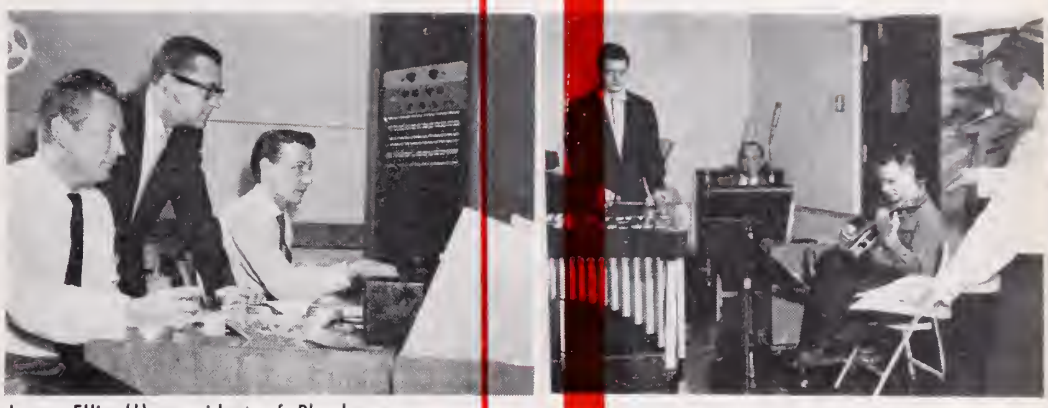
WGBS

IN MUSIC, NEWS AND SPORTS

RADIO MIAMI • 50,000 WATTS

Storer Radio STORER BROADCASTING COMPANY

WGBS Miami · WAGA Atlanta · WWVA Wheeling · WIBG Philadelphia · WSPD Toledo · WJW Cleveland · WJBK Detroit



James Ellis (l), president of Plandome Productions, supervises jingle output.

Sound In The Making

How advertising agencies handle production chores in making clients' radio commercials and jingles

"You can roll a silver dollar 'cross a barroom floor . . ." But for radio purposes, you'd better drop a quarter on a glass table top.

The reason? Purely esthetic, of course. Putting aside financial considerations, a quarter *brrrnging* on glass sounds to the radio listener more like a silver dollar clonking to the floor than does the real article.

Capturing convincing sounds is only one of the assignments performed by an agency's production department in fashioning ear-styled commercials, according to a survey by U. S. RADIO. But it is probably the most representative task — and possibly the most trying one. Not the least part of a producer's job is, in addition, persuading client as well as creative personnel that a commercial may "come through" disturbingly different over the kitchen receiving set than it does on tape in a recording studio.

Agencies across the nation — from one-man-and-a-girl offices to Madison Avenue giants — have their own special philosophies and techniques in the matter of producing radio commercials. But they're all confronted with similar problems.

One familiar to most is rising costs. Music and material for one jingle for a national spot today can add up to around $3,500 (including all rights). A straight narration, of course, may cost a fraction of that amount, but commercials in general range in production price from $50 in a local situation to $5,000 or more. (A New York agency reports having made one musical announcement for under $250, another for $7,700.)

As a production spokesman points out, payment for a singer at the base rate has shot up within recent years from a flat $6 per commercial to a current range of $30 each, with stipulated repayments for every additional period that the announcement is used beyond the original schedule.

Time, too, or more specifically the lack of it, is a pressing matter in supplying the "short-order" specialties of radio. Although a commercial can be conceived, cast, recorded and shipped out to stations within 24 hours, that's cutting a disc pretty close to the producer's ulcers. More often, the man who brings a copywriter's brain child to life will have three days (on rare occasions sometimes as much as a month) to complete the assignment.

Many agencies are striving to meet the dual demands for speed and originality through an increasing inter-lacing of departmental operations. The line at which creativity stops and production starts is presently indistinct in many cases, and growing more so.

With script in hand, plus a general description of desired effects, the producer of a radio announcement may be called upon to recreate voices, inflections, nuances, timing and orchestration heretofore heard only in the mind of the copywriter. He may be asked to "picture" in sound anything from a high school band tooting on the village green in August to a medium-sized body falling off a pogo stick. To this end, he is expected to scout up the right talent, arrange for music and musicians, reserve the necessary equipment and studio, haul everybody together for the recording session or sessions — and balance a ticklish timetable against budgetary limitations.

To find out how he does it, U. S. RADIO has asked eight agencies and a recording studio to describe their radio production operations. Spokesmen include Myron Mahler, senior vice president and creative director for air media, Mogul, Lewin, Williams & Saylor Inc., New York; Robert E. Johnson, head of the radio-tv creative staff, D'Arcy Advertising Co., St. Louis; Grant Merrill, radio-tv director, and Monte Solkover, account executive, Pacific National Advertising, Seattle, Wash.; John Murphy, vice president in charge of commercial production, Kenyon & Eckhardt Inc., New York; Newt Mitzman, manager of the commercial production department, Ogilvy, Benson & Mather Inc., New York; Raymond Girardin, supervisor of audio production, N. W. Ayer & Son Inc., New York; Richard Bowman, vice president and creative director, and Walter Tibbals, vice president in charge of radio-tv production, Norman, Craig & Kummel Inc., New York; Joan Ordway, copywriter, Frank M. Taylor Advertising, Birmingham, Ala., and Arthur Shaer, executive vice president, Coastal Recording Co.

Starting Point

Starting point for the production staff may be at the initial planning stage of an air commercial, as is the case at NC&K. "Our producer on the account, along with the copywriter and account man, considers what should be done, what direction will be taken," Mr. Bowman says. "Then the copywriter goes off to his thought chamber to dream up ideas, coming back later with the written word for the producer to 'translate' into the finished product. We feel it's important, at this stage, not to burden the writer with technical aspects — he should be free to think, if he wishes, of sounds never before recorded."

Mr. Tibbals continues: "The copy person stays with the commercial to the end. We don't believe in separating creativity from production, but in fostering an interaction of the two which improves both. Without good copy, the producer can do little; without good production, the writer's best creation won't connect with the listener's ear."

A production memorandum from the radio-tv copy supervisor to the producer outlines in detail not only the aural effects to be achieved with the copy, but whom the commercial is designed to reach and what results it is trying to accomplish—factors which the agency considers vitally important to the selection of talent, delivery of lines and other "sound" aspects of a campaign.

At Ogilvy, Benson & Mather, the writing and production interrelate in a similar manner, with a preliminary discussion between creative staff and producer about the nature of the sounds to be incorporated in the proposed commercial. The tentative script, on completion, is then timed by the production department, adjudged workable and estimated for cost, then sent to the client for approval.

Handed the accepted copy, the OBM producer cuts loose with his own brand of creativity, according to Mr. Mitzman, who says, "You have to feel in your bones that you can reproduce what you see in the copy. And you must strike a note that is within your listener's recall, one that is based in reality even if caricatured."

A butter churn, according to Mr. Mitzman, doesn't sound the way most people would imagine—"How many nowadays have actually heard a butter churn in action?" But the "feel" can be conjured by an astute effects man, he says.

Most OBM sound effects assignments are handled on a freelance basis by one effects man, Jimmy Dwan. His accomplishments to date have included reproducing his "sound" concept of someone falling off a pogo stick, a bull snorting at a distance and then distressingly near at hand, a spindly old bicycle with a

Costs to be considered in producing a radio commercial: Total charges may range from $50 for a one-man narration in Seattle to $7,700 or more for a large-scale musical production.

Music

$2,500 (approximate) for jingle and all rights to it

$1,000-$3,000 for arrangements, orchestration, etc. ($100 for rights to use canned music) (Variable rate per playing per station for copyrighted music—maybe $2 for a Berlin tune)

Talent

$27 per hour per musician, who is allowed to do maximum of three announcements per hour; $54 per hour for leader (or single musician); $100 per jingle (for unlimited usage) as flat donation to Musicians' Fund; cartage of heavy instruments is extra

$9.60 per hour per actor or announcer for minimum one hour rehearsal. $2.40 per quarter-hour extra; separate rates for singers.

$72 per one-minute announcement ($108 for three) for soloist or duetist: rates range to $22 per one-minute announcement ($34 for three) per person for nine or more singers.

$52 per one-minute announcement ($69 for three) for actor or announcer.

Studio

$40 per hour (depending on size of studio and time of day in use); $20 per tape; $75-$1,000 for master and pressings; $10-$30 editing charges; Packaging and shipping charges in addition

(Studio costs may run from a minimum of $100 to max. of $1,500).

worn-out bell—all for the Pepperidge Farm series on radio last year featuring the voice of Titus Moody.

Pacific National's "hear-views" have included depicting a silver dollar dropping on a hard surface. Experimentation shows, says Mr. Solkover, that a quarter dropped on the glass top of a conference table rings truer to the radio ear than the dollar itself.

"Once we needed the sound of a man drowning in a tank of fuel oil while giving a telephone number," he recalls. "We finally located an announcer who handled this chore gargling a glass of water. The client says people called to ask, half-seriously, 'Did that fellow actually drown in oil or was it all a gag?' We were tempted to say we'd finished off a number of announcers before actually getting the effect."

Many agencies, of course, find a number of their desired sounds already on record and available through the tape library of a recording studio or service. The list at Coastal Recording, for instance, includes a grimalkin, a cement mixer and a large Hindu gong.

Development of a jingle or musically-keyed commercial is generally handled in one of three basic ways—"inside" the agency, "outside" or a combination of both. The last appears to be the most popular method, although the degree of "musicality" provided by agency personnel in such cases is widely variable. Arrangers, as a rule, are hired from outside the agency regardless of who composes the basic tune.

At Mogul, Lewin, Williams & Saylor, both words and music of all jingles are written by Mr. Mahler. (He can't recall how many he's composed all told, but the current list includes one for Rayco mufflers, another for Revlon's Top Brass hair dressing, a third for Revlon's Satin Set hair spray and a fourth for Breakstone cottage cheese.) Usually an audition recording using voice and piano is made to present to the client for approval, but occasionally, Mr. Mahler admits, he presents it himself in an unpolished baritone.

"After I've worked the jingle up," he explains, "Jean Harrison, one of our excutive producers, and I sit down with an arranger to develop orchestrations and decide on the kinds of singers required.

"The type of account determines to a considerable extent the feeling I try to convey in a jingle. In the Rayco one, for example, there's a 'driving' rhythm to suggest a moving car. The masculine image of Top Brass calls for a march—with lots of brass, of course—while Satin Set is right for strings and harp."

The Breakstone jingle — "Give Your Taste a Break"—gives emphasis to the product name as well as the lyrics through unusual instrumentation: A bass fiddle and finger snapping, the only accompaniment to the singers.

OBM, says Mr. Mitzman, doesn't produce many musical commercials, but one notable example is the Tetley Tea jingle. "We supplied a specific copy platform to an 'outsider' (actually he seems like a member of the family), listing such phrases as 'Tetley Tea taster' and 'tiny little tea leaves' to be incorporated into the lyrics. The composer came back a few days later with more than half a dozen versions from which we

(Cont'd on p. 58)

Sinclair Trims Spot Paper Work

Two-year experiment with bank draft system has proved successful for this $1 million-plus radio advertiser. Stations voice approval and look to other agencies for similar plan

For a decade now, the Sherlock Holmeses of the radio and advertising fields have been focusing their magnifying glasses on an impressive array of evidence designed to prove that the sound medium is as up-to-date and modern as a trip to the moon.

These radio detectives have thoroughly scrutinized the medium's metamorphosis from nearly everyone's point of view, with, however, at least one important exception—that of the agency or station accountant whose modesty and hard work have no doubt prevented him from demanding "equal time"—and equal modernization.

While these unsung heroes have been fighting to keep their heads above a sea of red tape and paper work, the agency for Sinclair Refining Co., one of the biggest spot radio users, has developed a simplified system that has been saving time, effort and money.

An arithmetic problem that agencies would like to have erased for them is the one dealing with the great amount of paper work in buying spot radio. This is especially true where the user is a consistent national spot advertiser.

Sinclair supplements its heavy spot use with network buys. With an outlay for 1959 of more than $1 million, Sinclair messages will be heard on a total of 890 stations in 560 cities. This vast national blanket is being spread in the following ways:

- 450 stations in spot buys.
- 280 stations of the Mutual Broadcasting System.
- 130 stations of the Keystone Broadcasting System.
- 30 stations of the Country Music Network.

Messages on MBS are heard three times a day, five days a week adjacent to the 8:30 a.m., 5:30 p.m. and 7:30 p.m. news shows. Over Keystone and Country Music Network, 10 messages a week are played on every station between 7 and 8 a.m., and between 4:30 and 5:30 p.m.

Sinclair and its agency, Geyer, Morey, Madden & Ballard Inc., New York, believe they have found a simple way to keep tabs on the spot buys on the 450 local outlets.

Faced with this enormous load of detail work, a gentleman of agency finance managed to break his paper chains two years ago on behalf of the oil company. He has developed a streamlined billings system which has won the praise of his colleagues in stations across the country—and which he estimates has already saved his agency upwards of $30,000.

He is William G. Carmody, former secretary and treasurer of Morey, Humm & Warwick, New York, now secretary and assistant treasurer of the newly formed Geyer, Morey,

(Cont'd on p. 26)

Time and paper work are pared to minimum by payment system GMMB instituted for Sinclair. Sight draft (top facing page) imprinted on envelope is filled out by authorized person from station, and invoice (bottom left) summarizing number of announcements, inclusive dates and total price less commission is sealed inside with affidavit. Station is paid on "sight" by local bank, which sends item through normal clearing house channels for collection from agency in New York. GMMB finds detailed listing of announcement times (bottom right) unnecessary.

FOR IMMEDIATE PAYMENT

Notice
Enclose Invoice
& Performance Affidavit ONLY

NO PROTEST

No.

To GEYER, MOREY, MADDEN & BALLARD, Inc.
595 Madison Avenue
New York 22, New York

C 5
1-8
210

Date _____

Pay to the
order of _____ $ _____

_____ Dollars

Payable at Par Through
THE FIRST NATIONAL CITY BANK OF NEW YORK
250 5TH AVENUE AT 28TH STREET
NEW YORK, N. Y.

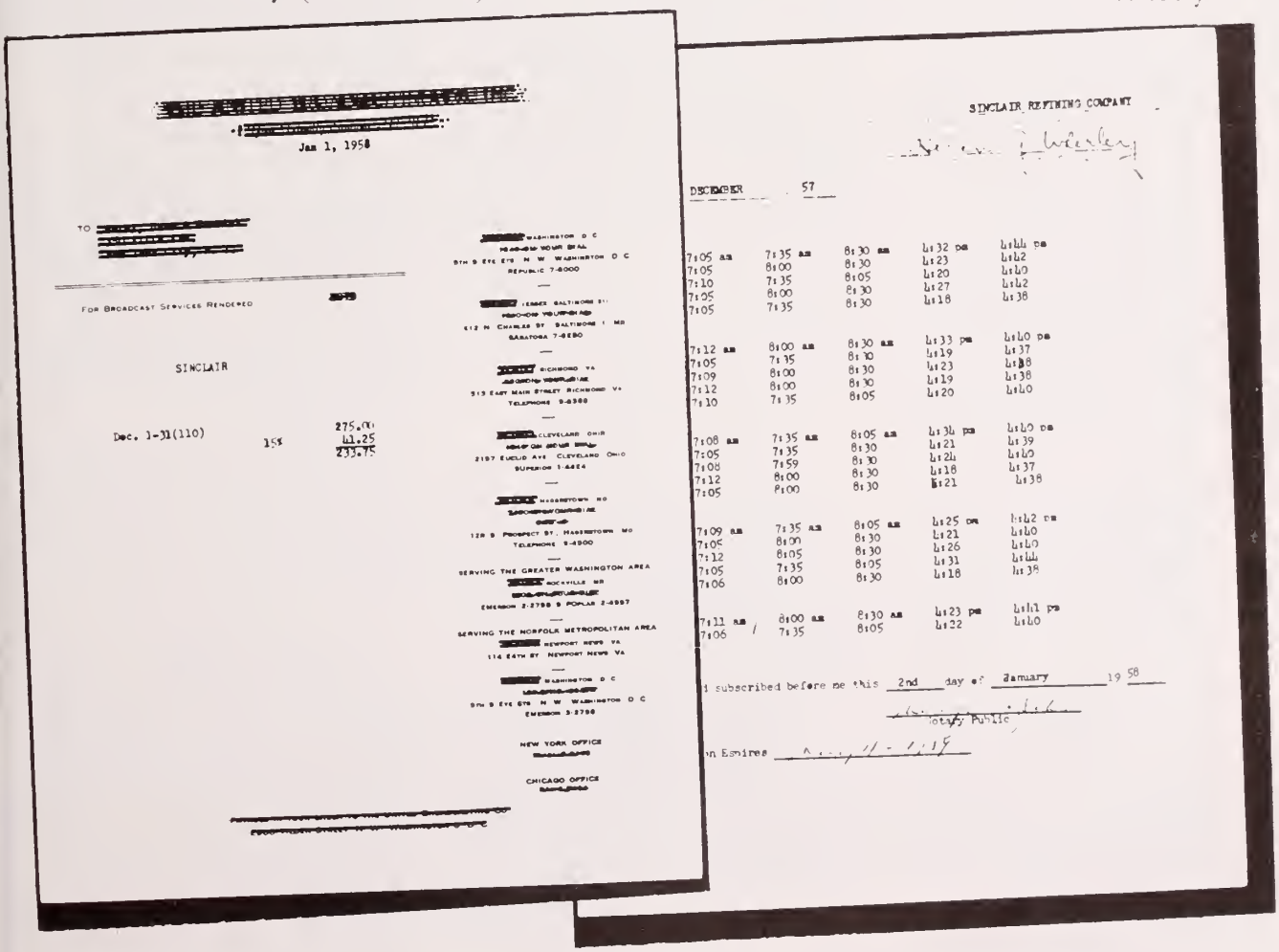
_____
Radio Broadcasting Station

_____
Authorized Signature

FOR CONVENIENT CHECKING

Necessary (with affidavit)

Unnecessary





Madden & Ballard Inc.

Mr. Carmody, who sees no reason why his system should not be profitably adapted to the needs of other agencies, describes the problems that confronted him: "Imagine the bookkeeping nightmare that would result if the local variety store turned into a large chain overnight with no revision of the accounting system.

"This is the kind of problem we were faced with when radio went local and stations mushroomed all over the country. Where we had been set up to deal with three or four networks, we suddenly had to accommodate hundreds of individual stations. They would send their bills to us the first of the month after the last spot had been aired the previous month; we wouldn't receive them until the fourth or fifth in many cases; we would then have five or six days to check contracts, write hundreds of checks and get payment back to the stations by the tenth—an impossible job."

Monthly Jam-Up

As a result of the paper jam at the beginning of every month, it is pointed out, the agency had to spend a lot of money in bookkeeping help. Some agencies were known to fall three or four months behind in getting payment to the stations, according to GMMB.

By contrast, the new system provides for prompt payment to stations the first of the month and elminates the need for much expensive agency personnel. Further, it simplifies the whole accounting and filing technique.

Adapting the old principle of bank sight drafts to the needs of modern radio billing, this method enables the station to write a check on the agency, present it at the local bank and have the money deposited immediately to the station's account on the first of the month.

From the agency point of view, it reduces the number of checks written per month from an average of 800 to 15, and spreads the bookkeeping mechanics evenly over the month. Cash discounts to the client are automatic because of the prompt payment feature.

In addition, it permits automatic make-goods by the station and eliminates complicated itemized billing of individual spots.

It has, according to GMMB, received 90 percent acceptance from stations contacted over a two-year period.

How It Works

The sight draft system works like this: Acceptable through all usual banking channels, sight drafts are checks payable on presentation and drawn by the creditor on the agency, or other debtor. (They are in widespread use in other businesses, notably the railroad freight field.)

The radio station executive makes the draft out to his station on the agency for the amount of the contract for the month, signs it, takes it to the bank. The local bank credits the money to his account, sends the draft through normal clearing house channels until it reaches The First National City Bank (in this instance) in New York.

Only 15 Checks

National City presents drafts to the agency once a day at which time the messenger waits until a check for the total is drawn. This saves high priced time because only 15 checks need be prepared instead of hundreds.

The sight drafts are printed on the front of envelopes (made to banking specifications) and inside these envelopes the agency finds the station's invoice to check at leisure against the contract provisions. These invoices are stapled to the sight drafts and filed, eliminating detailed record keeping on a manual basis.

(In the normal procedure, the invoice figures are transferred into the books instead of the bills being used as original entries.)

All that is posted in the books under the GMMB method is the date each draft is presented.

Besides the savings to the agency in clerical and executive time and salaries, there are considerable additional economies because the sight draft blanks — which the agency mails once a year to the stations— cost less than checks and because there are no mailing bills in sending payment to stations.

The station on its side is benefited economically not only because it receives prompt payment, but also because it does not have to spend postage to mail out invoices and because much time is saved in checking station logs and in the writing of the bills.

Totals Only

The agency as a part of the system requests that the station *not* itemize each spot, the time it went on the air, and similar details. Instead, the station is asked merely to note the total number of spots "as per contract" less agency commission, and provide the usual notarized affidavit of performance.

"So far this method has proved extremely accurate," Mr. Carmody says. "When a rare mistake occurs we notify the station and a correction is made on the following month's statement.

"As for make-goods, the stations are authorized to schedule them at their own discretion within the framework of the contract and to notify us to that effect. Nothing, we believe, is more wasteful than lengthy correspondence over one make-good that may be worth an average of $2 or $3."

GMMB credits Sinclair with full cooperation in making the streamlining a reality. Sinclair deposits

funds with the agency on a monthly basis so that ready cash is available to pay the bank on presentation of the sight drafts.

Continuing Basis

It is pointed out that this system is practical only for agencies who use radio on a continuing basis and who are able to contract for their spots in advance on a number of stations.

Mr. Carmody does not feel, however, that the system's uses need be confined to agencies with one big 52-week radio account. In his opinion, this method could be adapted to accounts using radio in flights as long as they were on the air approximately half the year in total.

Mr. Carmody also is convinced that, with modifications, the sight draft system could be revised to fit agencies that have several smaller radio accounts which taken as a whole utilize many of the same radio stations in the course of the year. In this way, the station could make out sight drafts for each account as needed, and a coding system could be worked out to distinguish between clients.

Sight drafts could also simplify life, he feels, for agencies with clients who run many newspaper ads across the country at the same time.

The Carmody method would be impractical when "one shot" or large chunks of time and big sums were involved as in network television, for example, where there are not numerous billings.

Time to Change

In short, Mr. Carmody declares, it is time to standardize and simplify media billings in general and radio billings in particular. "Now that radio is a high volume business, accounting methods must be updated accordingly. I would like to see the American Association of Advertising Agencies and Station Representatives Association get together to promote modernization in agency and station bookkeeping methods."



William G. Carmody, Secretary and Assistant Treasurer, GMMB.

"Imagine the bookkeeping nightmare that would result if the local variety story turned into a chain overnight with no revision of the accounting system. This is the kind of problem we were faced with when radio went local and stations mushroomed all over the country."

Mr. Carmody's views are warmly supported by the many letters of appreciation he has received from station people since the system went into effect. A number have asked why other agencies do not adopt the same system.

One bookkeeper for WQXR New York wrote, "Through 40 years of handling incoming and outgoing receipts I have often wondered if all bookkeepers did not dream of a more efficient way of handling payments.

"The problems of checking accounts for unpaid balances—each firm choosing a different day of the month as its special day of deadline to pay—and the ever present delinquent account with the necessary phone calls and letters are time consuming irritants.

"I was pleasantly surprised to receive a letter with drafts enclosed from [your agency] urging us to fill in the amount of the monthly billing and deposit these drafts with invoice enclosed on the first day of each month.

"This at last is the answer to how to simplify and speed payments. I do wish more business men would give it a try."

A managing director wrote: "In these days when the complexities of business seem to be continually increasing, a step such as yours is to be heartily commended."

Registering his approval, a station manager noted that "This is an excellent plan for reducing paper work in the handling of national accounts, and we hope all agencies will eventually adopt it."

'Missionary' Work

Another executive, the owner of a Florida station, summed up the general station reaction: "Congratulations . . . can't you do some missionary work with the other agencies for the common good so that a lot of the nonsense and time-wasting procedures can be eliminated?"

As far as Mr. Carmody knows, no other agency is using the sight draft system at the present time, a situation he hopes will soon be remedied. • • •

Putting Heat On

Tea Council's entire summer budget, more than $500,000, goes to radio in its biggest advertising campaign to date

"Why don't you have ---- --- more often?"

If the words "iced tea" didn't pop into your head without a second thought, the chances are they will before the end of the summer.

By that time the Tea Council of the U.S.A. Inc., New York, will have spent more than half a million dollars on the biggest iced tea campaign in its history, with radio receiving 100 percent of the budget for the third straight year.

This year, as in the two preceding ones, the Tea Council and its agency, Leo Burnett Co. of Chicago, plan to saturate the airwaves during the summer months in 29 major markets using nearly 100 stations. The budget will be up approximately $50,000 from last year, according to Robert Smallwood, Tea Council chairman of the board.

Starting May 15 in southern markets and moving north with the season, spots will be aired seven days a week, concentrating on the hours between 3:30 and 6:30 p.m. They will number between 65 and 115 per week depending on the market.

The campaign's keynote will be simplicity and repetition, according to Mr. Smallwood, who anticipates a considerable carry-over effect from previous radio drives.

"Basically, our job is not to sell people on iced tea," he explains, "because there is no appreciable consumer resistance to our product. Almost everyone likes iced tea. What we have to do is simply to remind people to prepare and order it, our major target being the housewife.

"In line with this reminder policy, we have been using the same music since 1957 together with the same basic lyric—'Why don't you have iced tea more often? Why don't you have iced tea tonight?'

"This year we will continue to build on the public's familiarity with both words and music, relying for freshness and change of pace on a number of new arrangements plus variations on the same copy theme," Mr. Smallwood reveals.

Present plans, he reports, call for 14 musical versions of the iced tea song, which is an original composition by Robert Swanson of New York. These represent a much greater variety than in previous years and revolve around a global theme. The arrangements are tagged Italian, Oriental, French, Hawaiian, Boston Pops and Viennese, among others.

"We are keeping lyrics to a minimum, gambling on the assumption that the song is so familiar by now to most audiences that they can fill in the words for themselves," Mr. Smallwood declares.

The Tea Council's risk in this direction is a calculated one, however, in view of the fact that during a survey taken last year, according to the board chairman, more than 66 percent of the persons interviewed had no difficulty filling in the blanks of "Why don't you have ---- --- more often?"

Not only did many of them recognize the commercial, but listeners liked it so well that they requested it to be played on local record shows,



RADIO:



$500,000 +

1959

Iced Tea Sales

Mr. Smallwood states. Two years ago when it first appeared, for example, the iced tea song turned out to be the number one request tune on WIBC Indianapolis, he says.

Radio was originally chosen to mount the iced tea offensive, Mr. Smallwood declares, because it fulfills the following criteria for media selection: It reaches great numbers of people (particularly housewives) at a time when action can be effected and reaches them with sufficient frequency and urgency to produce that action.

More specifically, the council feels that radio beams to hordes of housewives in the afternoon at home where they can conveniently prepare iced tea for the evening meal. In addition, the council is interested in the "bonus" radio provides with its out-of-home audience—in cars and recreation areas where iced tea is easily accessible at restaurants and other eating places.

Another factor in the council's continuing selection of the sound medium is the latter's oft-touted frequency, which in iced tea's case is particularly necessary because of the reminder quality of the sell and also because of budgetary considerations, Mr. Smallwood states.

The principal problems arising from the sound medium's use, he says, include scheduling the spots during the popular drive times and timing them properly in relation to the messages of individual tea brands. The council requests stations to put at least 15 minutes between brand plugs and iced tea spots wherever possible.

Generally speaking, the Tea Council holds off on its schedules until the mercury hits 70 degrees and stays there for a while in a given area. Mr. Smallwood explains that iced tea consumption increases by one percent for every degree of temperature over 70.

As a result, the council buys over a longer period of time in warmer, southern markets, with campaign length decreasing the farther north you go. On the average, campaigns in the warmer climates last for 13 weeks and in cooler places for 10.

Last summer John Blair & Co., New York, cited the iced tea song as the best spot radio commercial for the summer months in a national survey of its stations plus a large group of agency people

Such public and professional acceptance, the council believes, is attributable principally to the simplicity of the sales message and the entertainment value of the music.

"It is our conviction that the emphasis we place on the music in each spot has played an important role in the success of the campaign," declares Mr. Smallwood.

"Variety in musical treatment is the keynote. Our sales message is simple and direct . . . and is set to an original, memorable tune. We put in just enough copy to cover our major sales points, because iced tea commercials that say too much run the risk of saying nothing very effectively," according to Mr. Smallwood.

"There is an entertainment reward for listening, there is pleasure and the projection of a bright, happy image of the product."



Robert Smallwood, board chmn.

Mr. Smallwood credits radio for getting this image across to the public successfully and for boosting iced tea's stock as a national beverage:

"The job of Tea Council advertising for iced tea is to get people to prepare and serve it more often. We believe the way the council has used spot radio these past few years has made an important impression on the public and helped to achieve that objective."

This year present plans call for a May 15 kickoff in the following cities: Atlanta; Birmingham; Dallas-Fort Worth; Houston; San Antonio; Memphis; Miami; Greensboro, N. C.; New Orleans, and Charlotte, N. C.

On June 1, the campaign will spread to Louisville; Norfolk; Richmond; St. Louis; Baltimore; Washington, D. C.; Cincinnati; Indianapolis; New York; Philadelphia, and Pittsburgh.

Two weeks later, eight more markets will be brought into the fold: Boston; Buffalo; Chicago; Cleveland; Detroit; Los Angeles; Providence, R. I., and San Diego, Calif.

The council's radio efforts on behalf of iced tea are an important part of its over-all promotion of tea consumption in this country. The council, established in 1950 and reorganized three years later, is a non-profit association designed "to wage tea's competitive fight for increased sales and consumption.

"It is a corporation without precedent in this country—an international partnership jointly owned by the governments of India, Indonesia, Ceylon and the Tea Association of the U.S.A. Inc."

In addition to advertising, the council promotes both iced and hot tea by using the tools of research, merchandising, publicity and public relations. As can be seen, radio is the prime choice when the weather gets hot. • • •

The Young Proposal

In an attempt to make audience measuring areas uniform, according to client distribution areas, representative Adam Young has sent new research plan to agencies across the country

"Qualitative measurements are important, but let's straighten out the quantitative "mess" first.

With this statement, Adam Young, president of Adam Young Inc., and his chief researcher, Frank Boehm, vice president for research-promotion, have launched a new campaign —a trial experiment at first—"to set the house of radio audience measurement in order."

The goal, as explained by Mr. Boehm, is to increase the use of spot radio and radio in general. "Our principal motivation is to develop a confidence on the part of advertisers in radio. If radio is accurately measured, our stations will get their share of the business. If radio is not accurately or fully measured, and advertisers use radio without results, they may leave the medium without ever experiencing the fantastic job it can do to sell their products."

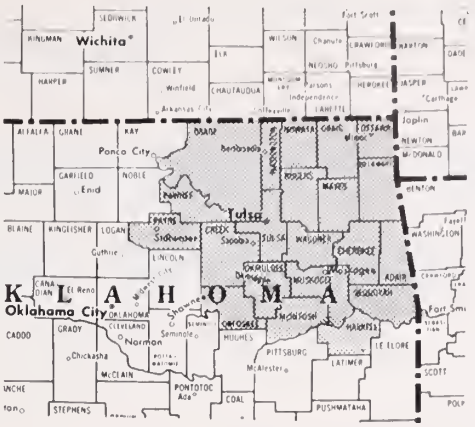
The Young organization has long been a champion of what it terms "modern" radio. This has been defined in broad terms as independent radio. It is more closely defined by the representative firm as radio stations possessing skillful management capable of sustaining the magical key of audience participation in a radio station's programming and community activities.

Like those who champion any cause, the Young firm has made its friends and "non-friends."

It has in the past two years issued continuing studies on what it terms the "Dynamic Change in Radio." Summed up, these studies have attempted to trace the growing numerical audiences of independent stations in some of the top markets.

In the field of radio measurements, there are many things the Young firm feels should be reflected to get a proper picture of today's radio:

- Out-of-home listening to be measured by stations in order to reflect the appeals of certain types of programming for the "listener on the go" as well as for the listener at home.
- The nature of today's radio is



I feel that the shaded area represents a reasonable area of prime interest for Tulsa advertisers ____

I feel thot the oddition of the following counties to the shoded orea would make it o reosonoble oreo of prime interest to Tulso odvertisers -

_____

I feel thot the deletion of the following counties from the shoded oreo would make it o reasonoble oreo of prime interest to Tulso odvertisers -

_____

Nome _____ Organizotion _____

Title _____

Address _____

** Pleose return this form to The Pulse Inc. in the enclosed stamped envelope by no later than

This is the form letter that the Adam Young organization has been sending to agencies asking them to determine an agreed-upon "advertiser area." Agencies may approve, add to or delete from the trial area.

local and community-wide.

- Changes in programming (or ownership) can mean switches in popularity.
- An agreed-on area of measurement should be determined in order to measure more equitably the popularity of stations and the homes delivered by stations in that area.

What Young proposes—and intends to try out in two markets—is a plan to have advertising agencies define "advertiser areas." Presumably, these areas would be a compromise between the smaller metro areas and the larger station coverage areas.

The idea behind the plan is to create a uniform area by which to measure the listening and appeal of radio stations. In setting this up, Mr. Boehm has distributed to agencies a shaded-in county area map of Tulsa, the first city in the experiment. Based on trading area maps that were compiled and copyrighted by J. Walter Thompson Co., the Young questionnaire also includes surrounding counties that are not shaded in. This provides the agency with an opportunity to add in counties in order to conform with clients' distribution in that city. The agency can also suggest that certain "in" counties be eliminated.

The agencies are then requested to return the maps to Pulse. This research organization, according to the Young plan, "will then develop reasonable compromise areas" for the markets being examined. These will be forwarded to all participating agencies and advertisers for final approval and comment. If there are no basic disagreements, Pulse will conduct an audience survey of the "advertiser area."

It is expected that the first survey will be conducted during May.

There is more to the Young plan than just establishing uniform measuring areas. Actually, there are three major reasons, the firm states, for the proposal:

- "Any measurement of radio station popularity must include the in-home listening to each

station as well as out-of-home listening. This data must be measured by stations since the in-home and out-of-home appeal of stations varies with programming.

- "Station ratings and/or 'homes delivered' per quarter hour should be provided based on measurements of one or more of the following areas associated with each major U.S. market:
  a. The Census defined metro county area.
  b. An area defined by the agencies and advertisers themselves as being an area of maximum interest to the 'average' national advertiser.
  c. Each radio station's full signal area.

[*The Young firm claims it prefers "b" because of its value to the spot advertiser.*]

"All surveys should employ strict sampling techniques, and data so produced should indicate clearly not only the relative size of each station's audience, but where these audiences exist.

- "Rating reports in at least one of the three areas suggested should be prepared for all major markets on a regular basis (three or more times a year) so that audience trends can be determined and evaluated."

Considerations

Mr. Boehm flatly states that "none of the three major research organizations presently include all these considerations in their production of station audience information."

Mr. Boehm declares that "after careful checking Pulse seemed the most adaptable for the purposes of this study."

He claims that "only Pulse measures all major markets on a regular basis in the full metro county areas, both in and out of home by station." He also declares that Pulse now provides "area studies" of any area on order.

Mr. Boehm concedes that the new system will have some discrepancies that will have to be resolved, such as reaching agreement on "advertiser areas." At the same time, the Young organization contends that with all the problems in view, its new plan will be better than what now exists.

Providing the initial experiment is successful, Mr. Boehm expects the system to be expanded market by market until the top 100 spot markets are measured this way.

Underlying this proposal is a dissatisfaction the representative firm declares it has with Nielsen radio measurements, the way they are reported and the manner in which it feels some agencies use them.

The Young firm, and Mr. Boehm in particular, have in no way kept this displeasure a secret. Their criticism is based, they say, on the conviction that Nielsen is selling radio short.

Methodology, Reporting

Mr. Boehm's quarrels with Nielsen are based in part on methodology and in part on reporting. Mr. Boehm claims that Nielsen does not measure out-of-home fully, that the "auto-plus" percentage the research firm uses is a percentage of total listening for five regions of the country—it is not a market-by-market or a station-by-station measurement.

A second major quarrel that the Young organization says it has is its assertion that the "total homes delivered" report "provides no knowledge of just where this audience lies." Mr. Boehm states, "This figure can, in the case of more powerful stations, be spread over thousands of square miles or, in the case of lower power operations, can be located within the limits of the market retail trading zone."

A final argument, according to Young, is the assertion that Nielsen is placing greater emphasis on the use of diaries than on the much-promoted Audimeter. • • •



Frank Boehm (l), Young vice president and director of research-promotion, shows the firm's new proposal to (l to r): Hal Miller, assistant media director, Benton & Bowles Inc., New York; Art Heller, media analysis supervisor, Benton & Bowles, and Don Chapman, Young account executive. Plan is being sent to all agencies.



The Nielsen View Of Radio

The following remarks by John K. Churchill, vice president of A. C. Nielsen Co., are excerpted from a speech he made before a radio research session of the recent NAB convention in Chicago.

It seems to me, as a researcher, a listener, and friend of radio, that we should do everything we can to get radio into clear focus. What radio needs from its friends right now is a hard-headed facing of the facts. With that as a foundation and with a clear understanding of previous errors, perhaps we can then make a solid presentation of the virtues of the medium, the real strength and effectiveness of radio as an advertising force. . . .

'Blind Spots'

As a researcher, I am equally concerned about present-day errors, blind spots, and false assumptions which are doing radio no good at all.

For example:

1. Do we really know how big radio is?
2. Are we sure of the size of the in-home audience?
3. And is the non-home use of radio as big as its friends contend; or as small as the detractors would make it?

Let me tackle the third question first.

In 1952, as a part of the first Nielsen Coverage Study, we thoroughly researched the whole subject of out-of-home listening. With in-home listening still at the level of three to four hours a day, out-of home proved to be relatively unimportant except for listening in automobiles where family aspects of the activity were somewhat comparable with the in-home potentials and where almost everyone participated at some time or other. After research on how best to measure this part of non-home listening, "Auto-Plus" has been regularly produced since 1954.

Auto listening, nationwide, is now continuously measured as a separate activity. Because of its comparability to family listening (and difficulty in reporting by station due to low activity levels), we customarily treat this as a "plus" to in-home listening, with an average value ranging from 25% to 50% or more of in-home listening depending on season. It is a valuable "plus" but costly to refine still further.

In the spring-summer season of 1956, out-of-home listening was again studied nationally and certain significant over-all findings reported with NCS No. 2. Things still hadn't changed much and we continued to publish "Auto-Plus" as the only definable measurable component of the complex of out-of home listening.

Again in the summer of 1957, and on into 1958, one of my associates conceived and directed a special national study of out-of-home listening which was being talked of as radio's unexplored frontier.

We have elected to date to refrain from publication of any of those findings. . . .

I can best summarize what we found by saying that the other *several* components of non-home listening are in their aggregate somewhat less than the "Auto-Plus" we are now measuring. The largest single element of this currently unmeasured portion is the listening that occurs "at work.". . .

Let's first get the facts straight, and then see what can constructively be done about them. To do this, let's look more closely at what we know to be the solid and thoroughly measured bulk of radio listening—the listening that goes on in the home.

Questioning

What do we know about the use of radio in the home?

I'm not going to spend any time documenting the fact that there are millions of receivers of all types and in all locations in the home—handy for whatever use the owners wish. Your own industry has employed the services of government experts to help document this subject. Let's merely concede that more than 9 out of 10 of the U.S. families have the facilities, and usually multiple facilities, for listening to radio.

For more than 15 years, the Nielsen company has been watching in-home set use in a true cross-section of American homes, day in and day out, 24 hours a day, 52 weeks a year. Watching isn't quite the right word, because this has been metered listening with every set reporting its offs and ons and station selections automatically. Here's what has happened:

The trend in hours of listening per home per day has steadily declined

(Cont'd on p. 44)

Problems Poked At During

Radio Brainstorming

- **At present spending rate, where will radio be in 1970?**
- **And what will the medium and its market be like?**
- **Present "rate of radio spending" is cannon fodder for RAB.**
- **What is ahead for radio programming?**
- **Which way is spot headed?**
- **How bright is commercial fm outlook?**

For those in the radio medium—either on the broadcasting or advertising side of the mike—the current time is one of thoughtful inquiry. Today's ponderables have brought forth hard questions without easy answers: "What is the outlook for radio approximately 10 years from today?" "Is radio a basic medium that is basically undersold?" "What is the commercial future for fm?" "How about spot and the radio representative?" "What course is radio programming taking?"

These and other questions are just ripe for idea brainstorming—a term that BBDO has made famous in the advertising field. At no other time in recent years has a more healthy exchange of ideas on mutual problems taken place than at the 37th annual convention of the National Association of Broadcasters which met in Chicago last month.

The radio events included:

- An economic projection that radio time sales would go from "about $500 million now to between $700 million and $800 million in 1970," based on the sluggish present rate of radio spending.
- On the subject of the "present rate of radio spending," Radio Advertising Bureau had plenty to say to stir the imaginations of radio salesmen.
- The outlook for commercial fm, with its share of problems, was pictured as bright.
- In the area of programming, a radio panel brought home the need—and some of the methods—to make a station sound individual.
- The way the radio representative is fighting to make spot increasingly important in advertising plans highlighted one of the important sessions.

RAB Gives 'Em . . .

"A good medium badly sold." This bitter pill was administered by Kevin B. Sweeney, president of RAB, accompanied by Jack Hardesty, vice president and general manager. They wasted few words in reaching their diagnosis of radio's ills. There is little solace to be gained, Mr. Sweeney emphasized, in the fact that radio was off only .6 percent in 1958 compared with a drop of five percent in newspapers and 5.5 percent in magazines. Tv was up 6.8 percent.

He estimated that radio received between 9 and 10 percent of the $6.8 billion spent in *consumer* advertising last year. He stated that since 1948, newspapers and television have each added $1.3 billion in billings; magazines have added $250 million, and radio's annual gross revenue has increased by $54 million. Mr. Sweeney used this statistical comparison to support his stand of "radio's poor growth in the last decade."

The blame was placed on radio's selling effort. Messrs. Sweeney and Hardesty ran through new studies and a presentation of their new "quickie" pitch called "New Facts." It covers in 12 minutes, 12 basic facts of radio life—how radio has grown, how radio set sales are more than television's, listening habits, and the bureau's famous "last word" studies.

These presentations were designed to show the strength of radio. For example, it was pointed out that radio set production in 1958, according to RAB, was 12.6 million compared with 4.9 million for tv. Other studies that were mentioned showed



The sound of radio gets a program tune-up from a panel of station and network executives. Suggesting ways to project station personality, community identity are (seated, second from l. to r.): Robert D. Enoch, WXLW Indianapolis; Frank Gaither, WSB Atlanta; Duncan Mounsey, WPTR Albany, N. Y.; Howard G. Barnes, CBS Radio, New York; Robert E. Thomas, WJAG Norfolk, Neb. Session was opened by J. Frank Jarman (standing), WDNC Durham, N. C., and presided over by John F. Meagher, (seated at left), NAB vice president for radio.

that the average Negro family spends three hours and 15 minutes with radio daily and the average farm family about three hours and 51 minutes a day.

"Well, if radio's so good," asked Mr. Sweeney, "why ain't it rich?"

He insisted that radio billings in 1959 can multiply by 10 percent provided two broad conditions are met. Stop the civil war and intensify selling efforts. To dramatize the first condition, Mr. Hardesty appeared in a full dress Confederate officer's uniform, while Mr. Sweeney played his Northern counterpart.

They stamped as "suicide selling" such slogans as "Your mother's in the numbers racket and your father is a network affiliate" *or* "Rock-and-roll stations go home."

Another new study testified to the anemia of radio's selling drive. Depth interviews were held with national and regional advertisers and the selling tactics of newspapers, radio and television were compared. To one question, "Who calls on you most frequently with a presentation on new facts on their medium?" the answer was: Newspapers led two to one over tv; tv stations were second and led radio by 10 percent; radio was third.

A two-point plan for stations was suggested by Mr. Sweeney to enhance national billings: (1) Go to national advertisers with knowledge about their marketing goals and with a specific plan and (2) try to influence and sell the local manager or broker of the national advertiser.

A three-point plan was advanced to hypo local sales: (1) Call on the local advertiser direct at a high level if the agency refuses to consider radio, (2) insist that station salesmen know and use the arguments for radio on each sales call and (3) stop the civil war and tell clients that all radio is better than any other medium.

Radio in 1970?

In the normal pressure of pursuing immediate objctives, little time is devoted to projecting what the radio business will be like in about 10 years. How will people be listening? What will the medium's revenue be like?

Industry sales efforts and RAB to the contrary, two economists estimated that gross time sales will rise from the present rate of about $500 million a year to between $700 million and $800 million. Dr. Hyman Goldin, chief economist of the Federal Communications Commission, cited what he termed internal factors that would affect the economics of radio by 1970: Increase in number of stations, competition from tv, importance of local advertising.

Dr. Goldin's comment that the number of stations would increase to about 5,500 drew immediate response from Ward L. Quaal, WGN Chicago, who declared that such an increase would result in a lessening of radio's program service. Dr. Goldin replied: "It is not up to the FCC to decide how many stations a community should have, but rather competition."

Dr. Irving Schweiger, associate professor of marketing, University of Chicago's Graduate School of Business, said the gross national product will rise from $438 billion in 1958 to $625 billion in 1970. An increase in disposable income, from $312 billion in 1958 to $456 billion in 1970, also was predicted.

Total advertising expenditures were reported as increasing from $10.2 billion in 1958 to about $16 billion in 1970.

Mr. Quaal also drew a picture of what radio would be like in 1970. He said that "radio will be patterned after newspapers . . . and programs will be departmentalized just like today's newspapers." He foresees the age of the "wrist" radio. "Radio has become such a personalized medium," he declared, "that by 1970 Dick Tracy wrist radios could very well become as common as wrist watches."

Programming:

The core of the radio medium—its programming—was analyzed and speculated upon for the benefit of broadcasters and advertising people alike. The central message that was delivered placed emphasis on the need for today's radio station to link itself closer to community affairs and activities.

Howard Barnes, CBS Radio programming vice president, said, "Radio is suffering from not enough imagination." He outlined a five-point plan to aid broadcasters in their programming problems: (1) Research the audience, understand its characteristics and appetite for programming; (2) test new programs first to iron out rough spots; (3) "stop imitating others' successes;" (4) develop an integrated sign-on and sign-off personality—a unique image that is your own, and (5) promote your own operation as well as radio.

Robert Enoch, WXLW Indianapolis, outlined some of the things that are important in the programming of his station: (1) There is a high fidelity sound; (2) it is programmed to the adult listener—there are no contests and no noises; (3) accent on news. Mr. Enoch explained the success of WXLW's mobile news set-up that started two years ago with two Pontiac newsmobiles and now includes a mobile radio station which is, in reality, a 60-foot long trailer called "The Traveler." Equipped with a 10 kw generator, it is designed to bring the community to the listeners.

Frank Gaither, WSB Atlanta, emphasized that a radio station should have an identifiable sound. It should be a "living, breathing thing." He declared that "service should outweigh personalities." Among the ingredients of WSB's programming fare, he cited these: Radio news cars, bulletins at any time, news on the hour and half hour; programming music as a responsibility of management and not something that should be taken off a chart of top favorites; games, promotion and fun in good taste for audience participation. Mr. Gaither stated that WSB has had favorable experience with devoting each day's broadcast to a particular theme, such as peanut day or papa's day.

Duncan Mounsey, WPTR Albany, said, "True programming is community programming." He declared that it is necessary to relate the station to community and not the community to a station. He said showmanship is needed. "Programming does not end with on-air activities." Mr. Mounsey then cited the many ways the station participates in community affairs. The importance of news and editorial comment was also made clear. In fact, in early April Mr. Mounsey collects a National Headliner Club award for an editorial campaign conducted last spring to save the Navy Supply Depot at Scotia, a nearby town, from a Federal shutdown order. In a dramatic conclusion to his remarks, Mr. Mounsey brought in a remote news report via the services of Radio Press, to which his station subscribes. News accounts were heard from Beirut, Paris and Berlin.

Robert Thomas, WJAG Norfolk, Neb., stressed the value of regular forums on programming matters. He also observed that many stations are returning to programming. "Formula or personality programming has been too rigidly applied." Mr. Thomas stated that his station's beeper phones and tape recorders are busy all day covering local news, farm meetings, among other things.



How the representative is selling spot radio is outlined by (l. to r.): Frank M. Headley, president, H-R Representatives; Morris S. Kellner, vice president, Katz Agency, and Arthur H. McCoy, executive vice president, John Blair & Co.

Spot and the Representative:

The men and ammunition behind the push in spot radio were outlined by three statesmen of the spot radio field: Frank Headley, president of H-R Representatives Inc.; Art McCoy, executive vice president of John Blair & Co., and Morris Kellner, vice president in charge of radio, The Katz Agency Inc.

Mr. Headley appealed for a concerted station effort to push spot radio billings upward. He also traced the growth of spot radio billings since 1935.

Mr. McCoy termed spot radio a "new advertising medium" that is "proving to get more to the heart of the local interests than any advertising medium has ever done. . . . news departments . . . have eliminated the need for newspaper extras."

He also cited the fact that the number of newspapers in business is down, while the number of radio stations is up.

Mr. McCoy declared that there are

at least three different types of presentations and approaches that Blair has found successful in getting the spot story to national advertisers: (1) Create an understanding of the product (spot). Reach the advertising manager, account executive or any other decision-maker. Play a composite of the hundreds of tapes that come to Blair's station operations department, with the emphasis on local community identification. (Such things as weather, sports, news, editorial, traffic report.) There is a de-emphasis on music in the presentation because, Mr. McCoy stated, it's "too emotional a subject." (2) Another type of presentation Blair makes is primarily research. Research material for each presentation is based upon the research organization that a particular advertiser believes in. (3) The biggest type of presentation Blair makes, Mr. McCoy declared, is called the "General Pitch." It is a combination of everything, which is "aimed at a specific target usually, but sometimes is broad for missionary work."

Mr. Kellner showed what the representative has done to shape the "uphill contour" of spot radio's sales curve. "The representative," he declared, "created the sales apparatus through which national advertisers could readily purchase radio on a spot basis." He cited the need for, and development of, more selling information as another spur to the growth of the business.

Going beyond the ratings, Mr. Kellner stated that today's representative carries with him sales result stories, depth studies, motivation studies, audience characteristic studies. He further pointed out a function of the representative that is not often emphasized. "We not only (help) *interpret* the rating studies, but also *influence* these services to add factors beneficial to spot radio —and we're not satisfied yet." He pointed particularly to the measurement of out-of-home listening and audience composition as factors that representatives have influenced.

Outlook for Fm:

The number of fm stations on the air in March 1959 was 591 compared with 540 in March 1958. This was cited by John F. Meagher, NAB vice president for radio, as illustrative of fm's "phenomenal and explosive growth."



Tear-jerker by RAB (that's President Kevin B. Sweeney revealing the sad truth) brings out weep-wipers and bandages. Session diagnosed radio's ills, urged stronger sales effort.

This is a trend, Mr. Meagher reported, that started in March 1957 when the number of fm stations on the air hit the low point of 529, compared with 539 in 1956 and 542 in 1955.

To support statistically his fm enthusiasm even further, Mr. Meagher stated that Electronics Industries Association estimates that 740,145 fm sets of all types were manufactured in the United States in 1958 compared with 252,880 in 1955. Last year, Mr. Meagher reported, about a quarter of a million fm sets were imported. NAB research department has estimated that there are about 15 million fm sets in use.

Fm penetration into major cities, according to varying research studies, was cited as follows:

Boston—49.9 percent; Chicago—41.9 percent; Los Angeles—48.7 percent; New York—57.1 percent, and San Francisco—47.3 percent.

One of the major fm developments to come out of the convention was the move by Fm Development Association to broaden its scope of activity under a new name, Fm Association of Broadcasters. Present plans call for widening research activities and engaging in a stepped-up sales effort at the national level. Present officers of FMAB are Larry Gordon, WBNY-FM Buffalo, N. Y., president; Fred Rabell, KITT (FM) San Diego, Calif., vice president, and Harold Tanner, WLDM (FM) Detroit, secretary-treasurer.

As explained by Mr. Tanner to the fm panel, the object of FMAB is to establish a New York office with a permanent executive director.

A battle cry on behalf of fm was sounded by Mike Hanna, WHCU-FM Ithaca, N. Y., who declared that fm should replace am. He underscored his remarks with: "There is no future for fm unless we can make it a mass communications medium." He was taking issue here with the many "other" uses of commercial fm that have become popular among some broadcasters.

While most fm operators believe in the future of their high fidelity medium, they apparently feel there are different approaches to Nirvana. Ben Strouse, WWDC-FM Washington, D. C., who presided at the fm session, stated his belief in the specialized programming of fm as a class medium. On the other hand, Mr. Rabell has had success programming to what he termed "the majority of a minority."

Merrill Lindsay, WSOY-FM Decatur, Ill., stated that there is no basic difference between selling or programming am and fm. It depends on one's particular needs.

Everett Dillard, WASH-FM Washington, D. C., produced a qualitative research study on the various economic characteristics of his fm audience. He said the study was inexpensively conducted through mail response to a questionnaire. • • •

question and answers

THE QUESTION:

What can radio do in a programming way to make itself more appealing to advertisers?

GENE F. SEEHAFER ANSWERS:

In contrast to the situation in radio's "Golden Years," *radio's media image* today is a poor one. This exists in spite of documented evidence of large radio audiences and low cost per thousand. Certainly the sameness of radio programing and the lack of personality from station to station is a contributing factor.

But a review of programming practices on forward-looking stations, whose management is more concerned with long-term success than with short-term profits, indicates that radio's leaders have already taken giant steps in structuring new and successful program patterns. Fortunately, radio is willing to experiment with new shows and different formats. Program changes are characteristic of radio networks and radio stations alike. The latter includes affiliates, as well as independents, and stations catering to specialized audiences (Negro, teens and young adults, farm, foreign language) as well as those appealing to the masses.



Mr. Seehafer, media group supervisor, Needham, Louis & Brorby Inc., Chicago, *believes radio should use its programming to build a media image. He is author of a new book, to appear this summer, "Successful Television & Radio Advertising," written in collaboration with Jack Laemmer, J. Walter Thompson.*

Patterns for Success

In my opinion, good radio station program patterns for success in the 1960's are already on the air and well defined. Music, for example, is chosen for its melodic and pleasing values. News is carefully prepared and delivered by broadcast journalists, who also report in depth. Management editorials are presented by stations of integrity, backed by knowledge and research. Mobile (including flying) broadcast units are employed as journalism devices which afford better and faster news coverage—not as gimmicks. As program tools, mobile studios enhance interest in radio and radio advertising campaigns.

With such music and service elements skillfully balanced into a schedule, radio broadcasting takes on the air of interest without sensationalism; of excitement without nerve-jangling hysteria; of valuable summations and conclusions without superficiality. On such stations, the *station image* is clear—often carefully researched, as well as preplanned. Consistent program promotion helps attract optimum audiences. Certainly, such stations are worth the additional cost involved, aware that in most markets there are lower-priced competitors that can usually undersell the programming leader.

Many station operators follow the general *theory* of good programming, but unfortunately fall short in its *application*. This occurs on carefully managed stations (whose program policy can best be summarized as "capsulized frenzy"), as well as on poorly managed stations. Inadequate balance of program elements is the primary problem. To develop a *positive media image* of radio *all* station operators should constantly re-appraise their program schedules in terms of long-term station success. Radio is too dynamic a medium for static programming and too valuable a medium to be short-circuited by inferior programming.

In summary, radio's media image needs improving. One way this can be done is by intelligent programming. This path has already been charted by leading station operators and is well worth consideration by all. Radio's total media image is only as strong as the weakest station program schedule.

ELWYN R. WALSHE ANSWERS:



Mr. Walshe, supervisor of program production, Bryan Houston Inc., New York, *advises radio to program "specials" that would create specific audiences for specific advertisers. He believes radio should capitalize on technical advances to create excitement.*

Present day radio's basically lower costs and extreme flexibility—"Going places, and doing things. . ." to borrow *Monitor's* commercial cue—puts it in an ideal position to create programming tailored for specific advertisers.

Cases in point are the numerous pick-ups late last month of the 1959 Grand Prix on both CBS and NBC. These international sports car races drew at least 40,000 Americans to Sebring, Fla., and the interest of untold thousands of others unable to be there. What an ideal climate for commercials tastefully done by an advertiser in the broad automotive field—a program with specific interest talked about long before and after the actual event with merchandising provided by the many daily newspapers and weekly news magazines such as *Newsweek's* cover story.

The CBS Radio network got into the swim of things with their much publicized pick-up last year of the international "America Cup Races" from far out in the Atlantic. Both of these events will be remembered and discussed by enthusiasts for quite some time.

This is not to say that only special events such as those mentioned above can be tailored for special advertisers. Personalities far afield from the usual radio talents can be used with great results to create special interest programming tailored for special advertisers. Another case in point: Marlene Deitrich's appearances on weekend *Monitor* answering questions put to her by listeners of all ages on a variety of subjects—things to be remembered and discussed.

Once again, with its extreme flexibility (no half-hour formats to stick with and the ability to delay broadcasts to prime listening time) radio can on both a network and a local level create programming for specific clients not merely for presentation of his commercials but designed as a showcase for *them* and no one else.

Exciting things are happening in radio what with the many technical advances making possible smaller personal am radios, really portable sound recording devices, stereo broadcasting on either am or fm—all creating new dimensions of radio listening.

With these devices in his hands, the radio programmer is now much better equipped to tell his side of the story in search of the ad dollar. Why not use these technical advances to produce radio "specials" designed to capture listeners with specific interests and sponsored by advertisers with specific stories to tell?

Granted that in a good number of cases such programming will appeal to relatively small groups of listeners when compared to larger rated shows (or media), but when an advertiser can be convinced that those who hear his sales message are just as interested in it as they are in the program, he has begun to spend his dollar wisely.

Excitement

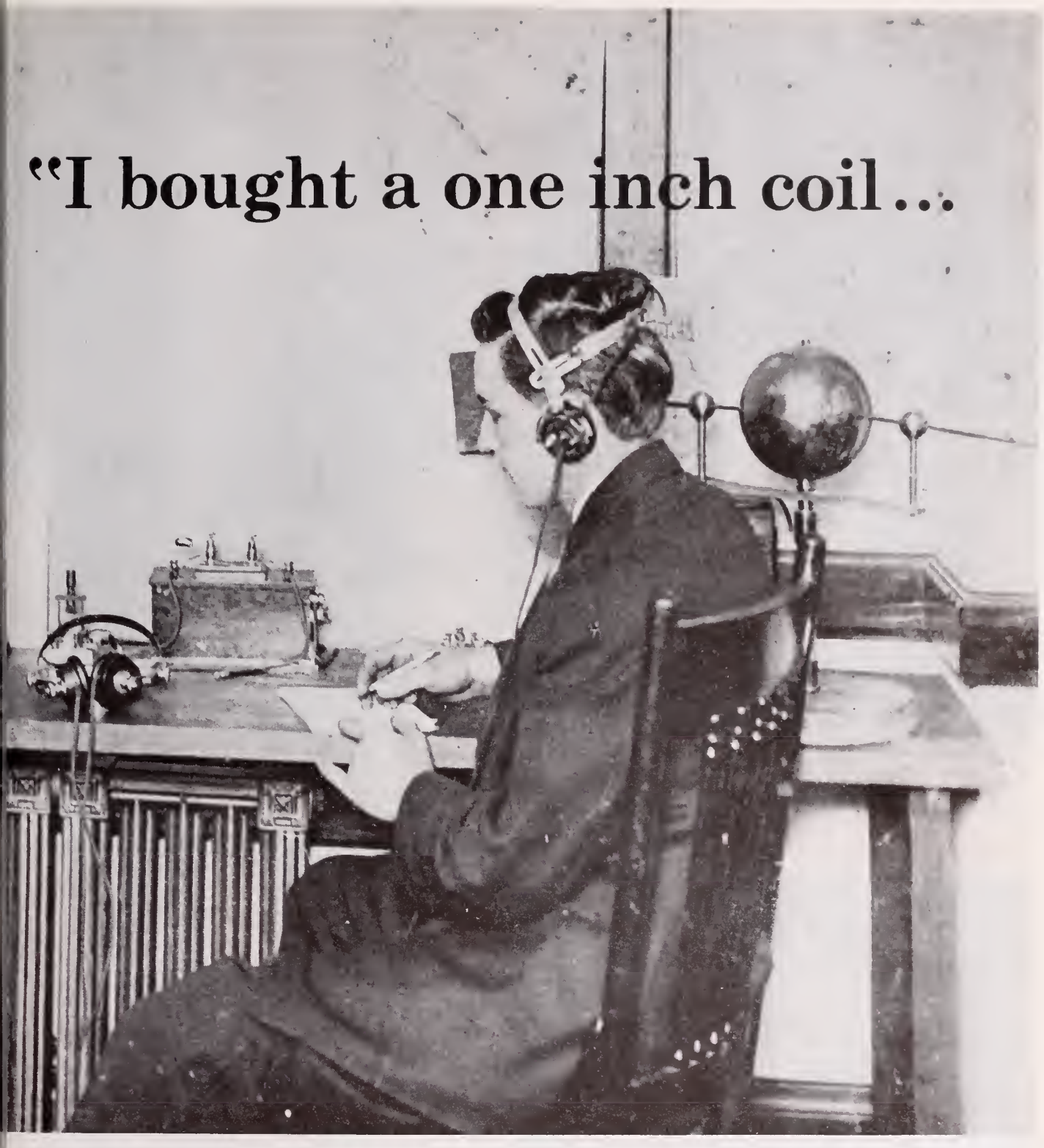
Radio is capable of generating the excitement, word of mouth news stories and even editorials long after broadcast date—the kind of excitement that advertisers look for. For one more case in point— and forgetting the program content—hear Edward R. Murrow. • • •



...and he had a microphone." Ray Newby (right) in 1959 recalls how he, at the age of 16 and Charles D. Herrold founded a radio station in San Jose, California fifty years ago. Credit to Herrold as the originator of broadcasting is many years overdue. While other experimenters were using their wireless equipment for point-to-point communication, Herrold thought of radio as an entertainment medium for a mass audience. Mr. Newby recounts, "Folks with crystal sets in San Jose and for miles around at first were amazed to hear voices instead of code. We'd go on Wednesday evenings and broadcast voice and music for a half hour. And sometimes we could run longer if the microphone and everything didn't get too hot."

That 15-watt station which Herrold started back in 1909 has continued, through KQW, to the present 50,000 watt KCBS in San Francisco. And, Herrold's dream to "broadcast" to a mass

"I bought a one inch coil...



audience has become a striking reality. Today, KCBS is heard by eight out of ten Northern California families each week.

1909 The first radio broadcasting station in the world.
1959 The Bay Area's first station in the world of entertainment.

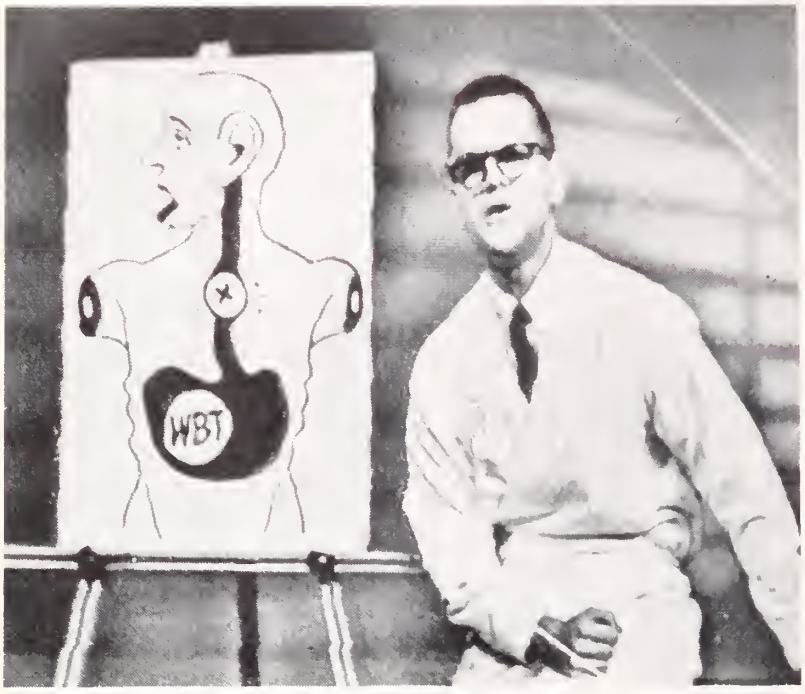
(Historical data from "Broadcasting's Golden Anniversary" by Gordon Greb, Assistant Professor, San Jose State College and published in the Journal of Broadcasting University of Southern California, Winter Edition, 1958-59. Reprints on request.)

RADIO KCBS

50 YEARS OF BROADCASTING 1909 1959

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



"FAST, FAST, FAST relief" is promised to WBTV viewers in this tv commercial. The advertiser: WBT Charlotte. The product: Radio. The stations produced 20 of these promotion spots, spoofing familiar tv commercials, for a two-month radio audience promotion. Actor is Wade St. Clair, WBT program manager.



TAKING A SHINE to two WIL St. Louis employees, Harry Renfro, radio-tv director of D'Arcy Advertising Co., gets one in return. It is the first free shine in the Griffin Shoe Polish-WIL merchandising promotion which has the Balaban station's shoe shine boys at downtown corners and shopping centers. Jackets tell story.



BUG AND FRIENDS are pleased with announcement that Sam Vitt (l.) of DCS&S, and Chet Slaybaugh (r.) of Ted Rates & Co., are grand prize winners in a WOV New York contest for agency people. Mr. Vitt, who gets a trip to Rome, saved 9,299 "Wovbugs," the station's symbol, from various WOV material. Mr. Slaybaugh, who gets a West Indies cruise, found 7,518 of them.

ON-THE-SPOT news policy of KGB San Diego gets into muddy water as Jim Brown, the station's news director, reports on recent flood conditions. Mr. Brown said he did not mind his stunt as a human mobile unit, except for two conditions: His feet became very cold and wet.





BEARDED BEAU BRUMMELS from KEX Portland, Ore., lead a parade in Forest Grove, at start of a day of celebration that drew "thousands of visitors from all over the Northwest." Forest Grove was the site of first celebration of Oregon's centennial year, and has held annual fete ever since as a leading attraction for tourists.



WASHINGTON'S "MR. BASEBALL," Arch McDonald, celebrates his 25th anniversary of broadcasting sports for WTOP Washington, D. C., with a cake and a gathering of WTOP executives. They are (l. to r.): Laurese B. Gordon, director of promotion and advertising; Lloyd W. Dennis Jr., vice president; Robert Schellenberg, director of sales, and Patricia Searight, program director. Mr. McDonald also handles football.



ROLLING RADIO STATION now in operation for WXLW Indianapolis, "The Traveler," is a "self-sustaining" unit, according to the station. Statistics: 45 feet long, 8 feet wide, more than 12 feet high. It carries a 10,000 watt-producing gasoline generator, 250 gallons of fresh water. It has a studio, a control room, a bath, a shop area, a lounge and storage areas.

BY THE NUMBERS, KWK St. Louis announces a promotion on a jump in ratings in a four-month period. William L. Jones Jr., general manager of KWK (r.), who asked these girls to help illustrate the point, rests eyes after studying figures.





PHYSICAL FITNESS EXPERT Dixie Qualset, Ben-Gay's Miss Youth Fitness, has no trouble enlisting the aid of WNEW New York zanies Klavan and Finch (shown in reverse order). Miss Qualset, who munched on a celery stalk, visited the show as part of a nationwide tour to highlight the importance of physical fitness for health. She is a masseuse.

NIELSEN (Cont'd from p. 33)

each year from the pre-tv peak in 1949. This covers the peak to the present. Ten or more years ago, five hours of use a day at the winter peak was about par for the course. Today it is down to two hours, and fortunately seems to have stabilized at this level with little or no change in total since 1957.

This present level of two hours per home per day means a grand total of 400,000,000 quarter-hours of family listening per day. (50,000,000 families, roughly, times eight ¼ hours each.)

Lot of Listening

That's a whale of a lot of listening. But it has to be divided among a whale of a lot of stations. For in this same 10-year plus span, we have had a 50% increase in stations which must share this declining volume of use. . . .

Of course, it goes without saying that the facts *as reported* must be accurate. I can assure you that these are!

But—and this is a very big "but" —it's not enough that radio's measurements be accurate. They must also be adequate; that is to say, radio's full potential, the total audience being delivered by radio, must be measured and reported. And for that purpose the measurement of single quarter hours, no matter how accurate, is pitifully inadequate.

Let me use a rough analogy: The drug-store downstairs, around the corner, has a fountain with a dozen stools. Stick your head in any time and you'll find anywhere from one to a dozen customers. Does that make it a poor business? Some of those customers are there three and four times a day, some stay up to half an hour, some grab a coke and never come back. If you wanted to evaluate *that* business, you would want more facts—what is the "audience" they serve over longer periods of time?

And so it should be for radio. There may be small audiences at any one moment but there is turnover and repetition at other times and days that have a tremendous cumulative effect. Quarter hour by quarter hour you can count your momentary customers, but it takes repeated measurements of a constant panel of potential customers to know how many different homes you reach and how often. It's the cumulative *reach* and the average number of impacts that give radio its true power. Very few sales are made with a single message delivered once.

Which brings me to radio's most important measurement—*cumulative reach*. I mean the total number of different homes reached—by a station with its entire daytime or evening programming; by a single time period, or a combination of time periods on a station; by a single program, or combination of programs on one or more networks; by a flight of spots on any number of stations; by any advertiser's radio buy, local, regional or national.

What do we know, right now, about radio's cumulative reach?

As a *medium*, we know the total patterns. However, the latest *station by station* study, showing audiences on an average day or week, takes us back to 1956. Published as NCS No. 2, this shows county by county the complete traffic patterns of stations as of that time: Those findings are still useful but getting out-dated.

Average County

With more than 20 stations putting useful signals into the average U.S. county, radio listeners (in total) made good use of about half of them —an average of 10 stations per county used by 10% or more of the families. But each family doesn't use 10 different stations. They select an average of two or three per home for programs they like. But even this limited listening gives the average station a weekly circulation figure 15 to 20 times as large as their own quarter-hour averages. There are lots of variables—but this hypothetical typical station does serve an appreciable total audience.

Since 1954 we, at Nielsen, have been measuring *program* audiences for all stations in the top two or three dozen U.S. markets. We must *gather* the data quarter-hour by quarter-hour, but we report it in cumulative strips, blocks and long-term accumulations. We maintain that this is the way radio is used (strip programming, block programming, rotating spots) so it should be measured for this cumulative reach and in the entire area served, locally or nationally. Which is how we measure it. For example: An early-morning quarter hour on a specific station here in Chicago gets a 5% rating. That's the old—and obsolete— way of appraising a time period—and it's still being done.

But that time period is actually reaching 20% of the Chicago Metro Area homes, in a month, and those homes are receiving an average of 10 of the quarter hours out of the possible 60.

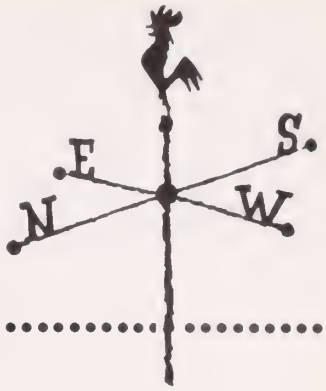
Another example: A series of morning quarter hours, again on a Chicago station, average out to a rating of 5%. But the real reach of that particular radio buy is 42% in a month, with average "times heard" of close to 30 quarter hours per home.

Still another example: A flight of spots on ten stations in another market averaged out to 4% per spot. But that rating was no help in getting at the major fact that this schedule was reaching two thirds of the homes — different homes — in the market during the month.

The moral is plain enough: Radio does itself a great disservice when it merely counts the drug-store customers at any one moment. The only meaningful fact is the *total* business of the drug store—and the *total* audience of radio.

In summary:

1. Radio should use more of its demonstrated effectiveness on its own behalf.
2. We know the approximate magnitude of out-of-home listening, so let's not exaggerate it on the one hand or try to ignore it on the other. Above all, let's balance the cost of measuring out-of-home against the actual worth of having more detailed facts on this "radio plus."
3. Let's strictly avoid the temptation of wishful thinking as to the size of present-day radio audiences, in the face of demonstrable facts.
4. Let's instead insist that radio's audiences be adequately measured and reported, in terms of full reach rather than the ratings on the little bits and pieces. • • •



Equipment Changes Tone Up Station Sound

Reports from five stations indicate trend toward operational improvements: Three increase power to 50,000 watts, one builds fixed remote studio that rotates and another purifies sound with hi-fi

Radio's "tonsils" appear to be in healthy harmony wtih the programming developments of the industry.

Indicative that the voice box of radio continues to grow in vigor and tonal quality are the operational developments reported by five stations which have recently expanded or otherwise improved their facilities: WLW Cincinnati; WRAL Raleigh, N.C.; KLIF Dallas; WIBG Philadelphia, and WMAZ Macon, Ga.

WLW, using the Rockwell Cathanode Modulation System patented by the Crosley Broadcasting Corp., is now providing what it claims is the "highest fidelity transmission of any am radio station in the world."

WRAL, putting its "voice" on view to travelers, is broadcasting two remotes a day from a studio which rotates atop a perch located alongside U.S. Highway 1 north of Raleigh.

KLIF, going to a 50,000 watt operation, is transmitting from two locations—one during daylight, another during nighttime hours.

Both WIBG and WMAZ, joining the high-powered company of some 85 other stations throughout the country, are also now 50,000 watt operations.

The new and varied volumes of sound produced by these five stations are the outward manifestation of an inward array of cables, amplifiers, transmitters, coils and condensers to delight the soul of an engineer.

At WLW, for instance, three years and $300,000 have been expended to achieve what the station believes is the "finest reception possible on am radio." Installation of the modulation system invented by R. J. Rockwell, vice president - engineering, Crosley Broadcasting Corp., has been a detailed process, according to station executives. In order to realize the high fidelity potential of the new transmitter, they explain, Crosley endeavored to improve every link in the sequence of broadcasting, from studio to tower.

Following "much experimentation, testing, scrapping of some equipment and development of new equipment," WLW is now capable of transmitting an expanded spectrum of 20 to 20,000 cycles with "extreme uniformity," according to station spokesmen. The distortion rate, they add, is less than half of one pecent, although the FCC allows up to seven percent; the expression range is in excess of 1,000 to 1, which allows the illusion of "live performance."

Mr. Rockwell says the improvement is apparent on any radio receiver.

WRAL Raleigh has tackled a dif-

ferent technological problem — one with "sociological" aspects. Believing that radio should come out of the studio and meet the people face to face, the station has built a special little "house by the side of the road," one which turns about on its pedestal to face the incoming morning traffic and outgoing evening traffic and from which corresponding morning and evening remotes are broadcast to the car-borne listener.

The station's chief engineer drew the plans for the 8x6-foot building, which sits 10 feet above the ground.

An important facet of the "houselet" is the 10-inch steel bearing in its foundation which, powered by a small motor, rotates the building twice a day to face the traffic flow. The bearing was taken out of a Mack truck bought from a junkyard.

Inside, the revolving studio contains a four-channel, homemade composite console with two turntables, one stationary microphone and a spare microphone for occasional trips "outside" during the course of Bill Currie's 7:05 to 9:30 a.m. *Tempus Fugit* and Bill Humble's 4:30 to 6 p.m. *Traveling Music* shows. An inter-com system with the station is used to cue in the commercials, which are handled from WRAL's home base.

Promoting the roadside programming, the station has started a Blink and Blow club—drivers passing by blink their lights and blow their horns, and Bill Currie waves in response. Listeners who "blink and blow" then write to the station, and in return receive a membership card which entitles them to such weekly privileges as free coffee in a downtown restaurant, free admission to a drive-in theatre, or a free car wash or grease job.

In Dallas, KLIF is operating on the maximum allowable power—50,000 watts—during daytime hours and presently preparing its application for 10,000 watts nighttime power.

Moving from its former 5,000 watts to its present power as of February 1, the station has overcome what was considered an insurmountable problem by putting a new transmitter site into operation for the daytime signal and retaining the old site for its current 1,000 watt nighttime signal.

Protection problems as well as population blanketing made the daytime increase impossible from the station's existing site, explains Gordon McLendon, owner. At the same time, the nighttime transmission could originate nowhere else and still meet FCC requirements. By adding a second transmitter location, KLIF becomes what its management believes is the first American station to operate from two different transmitter sites.

The new 40-acre site is located west of Dallas toward Fort Worth. (The old site is east of Dallas.) Four towers directionalize the 50,000 watt power east and west.



Closing the switch that sent WIBG to 50,000 watts is James H. J. Tate, Philadelphia City Council president. Watching ceremony which took place at Independence Hall is Lionel F. Baxter, WIBG vice president and managing director.



This is the house that WRAL built on U.S. Highway 1 from which it broadcasts to a traveling audience. Building rotates north and south to face morning, evening traffic.

KLIF was a 1,000 watt daytimer when Barton R. McLendon and his son Gordon started it in 1947. Several years later it was granted FCC permission for fulltime operation, and shortly thereafter was authorized to go to 5,000 watt daytime and 1,000 watt nighttime operation.

WIBG Philadelphia has moved into the 50,000 watt category with a complex of five 250-foot towers spaced 250 feet apart to give proper directional pattern. The ground system for each of the towers, according to the station, is composed of 120 copper wires 400 feet long buried eight inches in the ground and radiating like spokes in a wheel. The five towers, requiring approximately 27 acres of land, are located in northwestern Philadelphia to protect stations at the Canadian border, yet attempt to reach the reported 5,760,900 people in the listening area. Three transmitters—the 50,000 watt main one, a 10,000 watt auxiliary and a 5,000 watt fm—are housed in WIBG's modern, split-level building on Ridge Pike.

WMAZ Macon joins the maximum-power stations of the nation as the third in Georgia—the other two are in Atlanta. Operating on 50,000 watts during the daytime, WMAZ reports its coverage embraces an area of 1,406,000 residents and 346,000 radio homes.

Established in 1922, the station was the second to be licensed in the state. • • •

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Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



- **RADIO: The Way to Food Shopper's Heart**
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Teenagers are Radio's Small Fry**

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U.S. RADIO **SUBSCRIPTION**

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Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

Type of Business_____

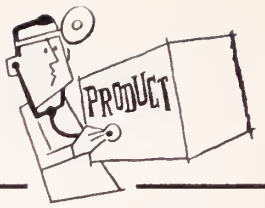
☐ Company or

☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

commercial clinic



When on 'Good Music' Stations, Soft Pedal the Sell, Says Agency Head

If you want to write effective copy for delivery on "good music" stations, there are four basic rules to remember, declares an agency president who has made a specialty of the broadcast media.

"These commercials should be kept short, simple, soft-pedalled and as a general principle should avoid the use of music," asserts Joe Gans, president, Joe Gans & Co., New York.

Mr. Gans, who formed his own agency last year, places all his billings in the broadcast media. "Good music" stations, both am and fm, claim about 40 percent of his radio expenditures at the present time.

The "good music" audience, Mr. Gans believes, is a growing and a distinctive one. "People who listen to 'good music' stations usually have a finer education, a higher income and more desirable business and social positions.

Definite Preference

"Furthermore, they tend to tune in the 'good music' station in their area as the result of a definite preference for that type of programming," Mr. Gans believes.

Because of this conditioning, in Mr. Gans' opinion, "good music" audiences expect commercials that are integrated with the rest of the programming. "These people understand that commercials are necessary interruptions to their enjoyment of the music, but they want them to be as tasteful and unobtrusive as possible.

"If a commercial is selling a product they are interested in, they will listen and make up their minds about it. What these listeners resent, however," Mr. Gans claims, "is having the sales message try to make up their minds for them with such high pressure tactics as staccato delivery and ding dong repetition."

Mr. Gans believes that "good music" audiences want to be appealed to on their own level which they feel involves a quiet, rational presentation of the product's advantages. In addition, commercials which might do an effective job on the faster-paced stations often sound a jarring note on "good music" stations because they break into the mood of the audience.

For this reason, Mr. Gans also would eliminate most jingle commercials which, no matter how tasteful, compete with the mood and music created by the station.

"Commercials on 'good music' outlets should take advantage of, not disrupt, the quiet, receptive condition of the listener," he declares.

If these ground rules are observed, Mr. Gans believes, "good music" audiences are a gold mine for advertisers with special-appeal products. For that reason, his own agency has been buying "good music" stations extensively for several clients.

Time magazine, for example, has been using these stations for two and a half years, he says, and each year increases its buys between 25 and 30 percent. The commercials are running on approximately 88 stations in about 50 markets in the U. S. and Canada.



Joe Gans

The effort utilizes 14 spots per week per station and concentrates on soliciting new subscriptions. Mr. Gans buys seven days a week in the evening hours between 7 and 10 p.m., when both husbands and wives are normally at home.

The commercials feature short, non-repetitive, live announcements by the local announcer, who offers listeners the chance to receive the magazine at an introductory rate.

Definite Advantage

"I'll admit that *Time* and many other 'good music' advertisers can afford the luxury of this kind of copy," Mr. Gans says, "not only because their comparatively well-informed audience has generally heard of the product previously, but also because these clients don't have to compete with half a dozen others selling the same type of product on the same station on a saturation basis."

Perhaps it is necessary, he adds, to "jazz up" commercials in circumstances where getting listener attention is the primary consideration, but tactics of this sort will alienate the more discriminating "good music" audience.

"In 'good music,' as in any other kind of programming, the writer's job is to understand his audience and select the methods that will sell it best."

There is no magic formula that will sell all of the people all of the time, Mr. Gans remarks, for each type of audience calls for copy custom-tailored to its own requirements. • • •

THE MAN WHO SAVES TIME
IS THE MAN WHO TAKES TIME

to find the best way to reach those
who buy, sell, service and
create advertising.

He uses the MRB INDEX to
sell his market, to tell his story to
those fellow time-savers who
analyze creatively before spending
advertising dollars.

This frankly critical potential
customer is utilizing the INDEX
right now. Is your message
reaching him? It's a matter of
timing—check yours now and reserve
space...and buyers...

with the **MRB INDEX.**



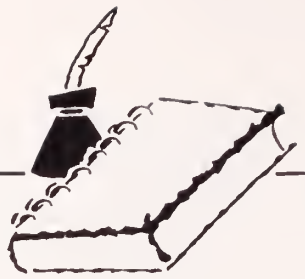
Contact:

Marketing Reference Bureau, Inc.

1616 Pacific Avenue
San Francisco 9
PRospect 5-0787

489 Fifth Avenue
New York 17
OXford 7-1281

station log



► News:

What WHHL Medford, Mass., calls "an entirely new approach" to editorializing the news has been inaugurated by that station.

The station takes a stand on an issue, Operations Manager Gene B. Creasy reports, and then the people directly involved, pro and con, are invited to air their opinions. Views coinciding with those of the station are broadcast once each hour, all day Monday. Views in opposition are heard once each hour on Friday.

WKRC Cincinnati has begun editorializing on a five-day-a-week basis to fulfill what its president, Hulbert Taft Jr., calls "an obligation to the public to adopt an official editorial policy so that there may be a third point of view in the Greater Cincinnati area." He referred to the fact that with the sale of a local newspaper, both remaining papers are owned by the same interests.



Helping to promote Los Angeles' newly launched Promenade Concerts, under the auspices of the Southern California Symphony Association, are (left to right): Fredd Ruegg, KNX general manager; Mrs. Thelma Kirchner, KGFJ general manager; Charles E. Hamilton, KFI assistant to the president; Lloyd Sigmon, KMPC vice president, and Mortimer Hall, president and general manager of KLAC.

The effectiveness of radio's editorial voice was demonstrated in Nebraska recently when the state legislature passed into law a bill reducing the speed limit on secondary roads from 60 to 50 mph. KFAB Omaha, which had aired more than 52 editorials on the subject in the past year, claims credit for initiating and pushing the measure through.

The final passing of the bill, says Lyell Bremser, vice president and general manager, "was the culmination of months of effort on the part of the KFAB staff in making the Nebraska people aware of the hazards" under existing speed laws.

Radio's editorial voice has also been heard recently in the U. S. Senate. Senator Mike Mansfield (D-Mont.) entered a WTOP Washington, D. C., editorial concerning Secretary of State Dulles' leave of absence because of ill health into the *Congressional Record*. The Washington station editorializes daily in a program called *Comment*.

► Public Service:

More than 6,000 listeners contributed about $35,000 to KMOX's "Operation Tornado Relief" in St. Louis. The funds were raised within 24 hours with the cooperation of the American Red Cross.

The station reports that it suspended regular programming for that period and that 20 of its personalities alternated with volunteers on mike and phone for the campaign hours. The phoned pledges came from 20 states.

WIL St. Louis reports that its 24-hour "News Watch" paid off for listeners when the tornado struck unexpectedly. Within eight minutes, the station says, it was reporting facts to St. Louisans about the storm, and within 17 minutes had a mobile unit on the scene of the greatest destruction. Radio was vitally important in the early morning hours, WIL reports, because many people did not know what kind of tragedy had struck the city.

WEBC Duluth, Minn., gives further proof of the immediacy of radio with its report of a man who drove into a gasoline station and picked up what he thought was a five gallon can of kerosene to start his furnace. Shortly thereafter, the station attendant discovered that the man had left with a can of gasoline by mistake.

He immediately called WEBC, the station says, but could recall only the make of car that the man drove. WEBC had the story on the air "in seconds," and repeated the announcement every few minutes. In just 20 minutes, the driver had been contacted, WEBC says, thus averting tragedy.



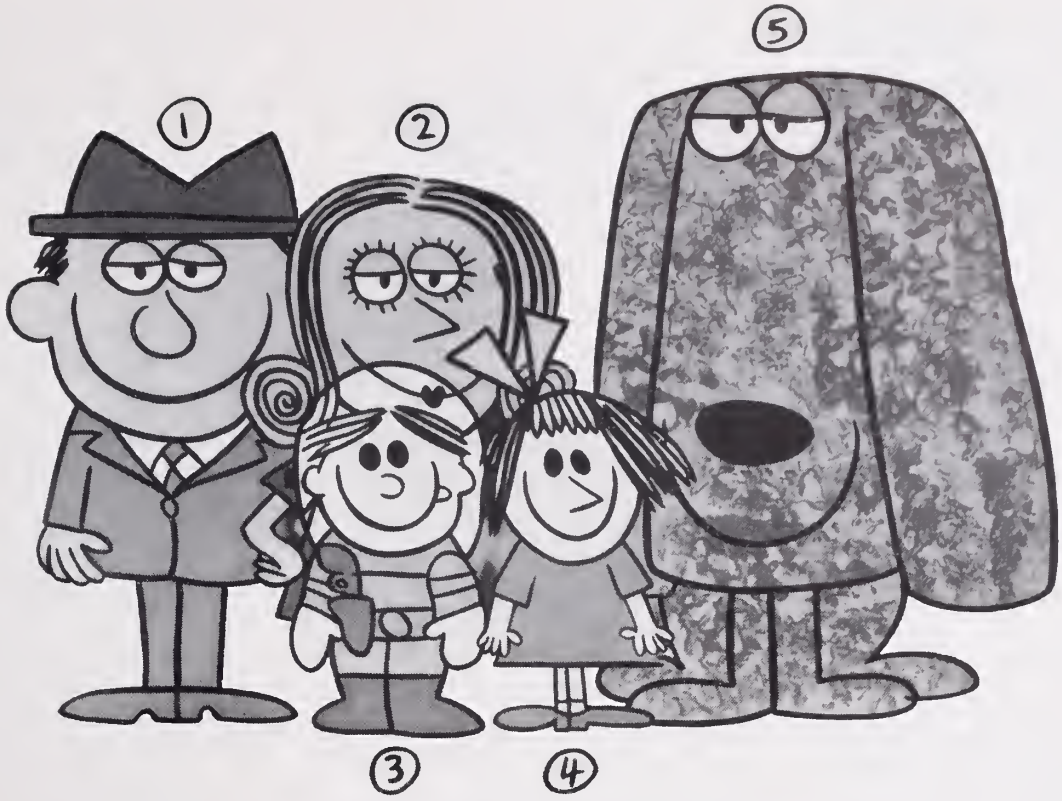
Senator Frank Bartlett (D-Alaska) accepts the manuscript of "Alaska Sleighride," an original composition by Sam DeVincent, played for the first time over WOWO Fort Wayne on the day Alaska was voted into the Union as a state. At right is Rod MacLeish, of Westinghouse Broadcasting Co.'s Washington staff.

► Programming:

Trenton, N. J., examined itself over WTTM recently when the station presented a two and one-half hour program of "city-wide self evaluation" on the theme of brotherhood.

Importing NBC newscaster Leon Pearson to moderate the Sunday program, WTTM highlighted discussions on housing, employment, law enforcement, education and juvenile delinquency "in relation to better understanding between the races, nationalities and creeds that make up the city's population."

"Such topics as the recent criticism toward the police department regarding treatment of minorities" were covered. According to WTTM Vice President and General Manager Fred E. Walker, this was "no whitewash job." • • •



This is Wilmer Finchley (1) average American, his average wife (2) his two average children (3) & (4) his larger than average dog (5)

Multiplied by your latest circulation figures, they make up your ever-loyal audience. They watch you hour by hour, day by day, night after night. If they weren't there, you'd miss them terribly. So would your sponsors.

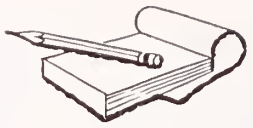
Cancer will strike 2 out of 3 of such families. But many cancers are curable if detected in time. As a matter of fact, today 1 out of 3 cancer patients is being saved. An annual health checkup is the best way to discover cancer early.

Many people are in the dark about this. You must open their eyes. You owe it to them out of simple humanity. And because of their loyalty to you and because you're the most effective *eye-opener* in your community, let us help you help them.

When the local representative of the American Cancer Society calls on you, open your door. Look at the radio and television materials—the "Finchley family" and others—he is prepared to supply. Open your hearts. Help open the eyes of your loyal viewers. Arm them with information in their fight against cancer.

Give air time to the American Cancer Society

BPA memo



Up Popped 723 Winners Too-Many

The WBZ* promotion department figured that about 100 persons in the Boston area might beat the station's experts in a contest called "Top the Pop Experts." So first prize was set at $100 worth of perfume, with other gifts of $15 bottles of perfume.

The contest rules stated that listeners should compile a list of things that pop, to tie-in with the WBZ slogan "Things are Popping." Winners were those who thought of more things that popped than the 58 figure WBZ employees had agreed upon.

Exactly 823 listeners beat the experts, the station reports. The top winner, a lady from Brockton, listed no less than 285 items. According to WBZ, her gift, and those sent to the other 822 persons, cost the station $12,340.

These Were Five Rhymes With a Definite Reason

1. "Often called a girl's best friend/ They are the means to a very good end." 2. "A man has gathered fame With a pebble in his name." 3. "Somewhere off the beach Will put you in my reach." 4. "Confusion by another name Will lead you to this place of fame." 5. "A monster bigger than a mortal Will open wide this portal."

These five riddles in rhyme were daily clues in a KCBS San Francisco contest held on Owen Spann's morning show. They told listeners where Mr. Spann would be hiding on Saturday, and offered "52 weeks of free entertainment" as the prize to the person who found him.

The winner, Richard Rosenberg, answered the riddles this way: 1. Diamond; 2. Stoneham, Horace; 3. Seals; 4. Maze (or Mays, Willy), and 5. Giant. He was waiting for disc jockey Spann at Seals Stadium, home of the San Francisco Giants. Many listeners who live outside of the Bay Area counties who wrote in the correct answer also won "52 weeks of entertainment"—transistor radios.

50th Anniversary

Another special KCBS promotion —and celebration—was held April 3 to mark what the station claims is its 50th anniversary. KCBS says it is the "direct lineal descendant" of a station first operated in 1909 by Charles David Herrold, a radio engineer, who "after several years of experimentation began regularly scheduled broadcasts of voice and music." Research for the "discovery," KCBS says, was done by Dr. Gordon Grebb of San Jose State College, and published by the University of Southern California.

"Opry" Talent Poised For Nashville Finals

Pet Milk's Second Annual *Grand Ole Opry* Talent Contest to discover new talent in the country and western music field will be held April 20 through May 22 over 200 Keystone Broadcasting System stations throughout the country. Tapes from local auditions will be submitted to a panel of judges who will pick six finalists. These will be flown to Nashville for the finals in June. The national winner will receive a contract to appear on six *Grand Ole Opry* shows and a recording contract with a top country music record company. Running the contest are Pet Milk; its agency, Gardner Advertising Co.; Keystone, and WSM* Nashville, originator of the *Opry* show.

Media Mixing Means Much Monitored Movie

WCAU* Philadelphia estimates that 1,535,690 persons will view its new promotional movie in the 13 weeks it will be on view in 10 area theaters and drive-ins. The film features various station personalities and programs, with a sound track extolling musically "the attractiveness of WCAU local and network programming." The film will be shown a total of 130 times in the 10 theaters, with an estimated 118,130 persons each week seeing their audio favorites for the first time, WCAU says.

85 Young Things Can, Billy Boy

"Can she bake a cherry pie?" WATO Oak Ridge, Tenn., asked this question and got 100 answers from 85 listeners in its "Cherry Pie Contest." Three of Oak Ridge's leading chefs judged the contest, according to the station, and awarded first prize to a 16-year-old high school girl. The prizes: An electric range for first, an electric roaster for second, a kitchen radio for third, cherry pie and coffee for all entrants and the 500 spectators.

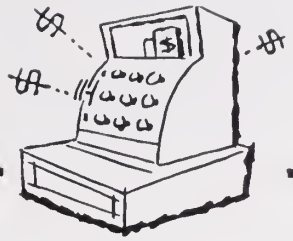
Philadelphia Chosen For BPA Conclave

The Warwick Hotel in Philadelphia has been selected as the site of the fourth annual convention of the Broadcasters' Promotion Association —November 2 to 4, 1959, according to Charles A. Wilson, sales promotion and advertising manager of WGN Chicago and president of BPA. "The enthusiasm and thorough advance planning of the committee assures BPA of the finest convention to date," he predicts. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).

HOMETOWN, U. S. A.

radio registers



JEWELRY STORE

Zales Jewelers of California, to promote the grand opening of another in its chain of jewelry outlets, contracted for two remote broadcasts to take place in front of the store in downtown Fresno. KGST microphones were on the scene from 9:30 a.m. to 2 p.m. Friday and Saturday, with station personalities on hand to give out prizes and interview passers-by The manager of the new Zales store reports a 35 percent increase over all other company openings in the state, KGST says.

DEPARTMENT STORE

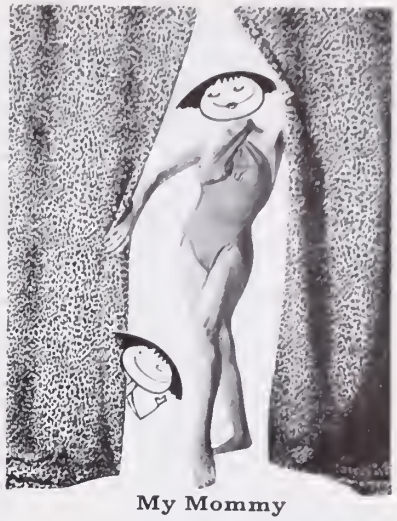
John G. Myers Co., holding an "Ethan Allen Colonial Home Festival Sale," contracted with WOKO Albany, N.Y., for two 5-minute interview programs a day for 10 days. Each program featured a different item of house furnishing available at the sale. According to Lloyd Swanson, manager of Myers' house furnishing department, more people visited the department during the four-day sale than in the previous four months — "and the impact should be felt for months to come."

APPLIANCE STORE

Royal Electric & Appliance of Falconer, N.Y., bought a week's participation on a WJTN Jamestown, N.Y., record show to promote a special offer on Philco stereo and hi-fi record players. Royal offered a record album to all those who would bring in a 1951, 1952 or 1953 fifty-cent piece and listen to the album on one of the Philco machines. Royal stopped the participation after two days, according to WJTN, because it was all out of records. Not only was the complete supply exhausted, the station reports, but the client was being deluged by persons with fifty-cent pieces coming in to hear the machines.

REAL ESTATE

Your Homes Inc., Indianapolis real estate developer, purchased a three-hour radio remote on a Sunday afternoon. It featured WFBM's Ann Wagner broadcasting from the site of a new development. During the three hours, WFBM reports, 21 houses in the $11,000 to $13,000 bracket were sold, and by the close of business that day, 30 houses were purchased.



My Mommy Listens to KFWB

Glamorous, amorous, working gal or lady-of-leisure... most mommies in the L. A. area listen to KFWB.

Buy KFWB... first in Los Angeles. It's the thing to do.

Channel 98 — my mommy listens to KFWB

6419 Hollywood Blvd. Hollywood 28 HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

"What is the city but the people."



WM. SHAKESPEARE

In old, old Milwaukee people like the

1290 *spot*

its

GEMUTLICHKEIT

This means many things including sales results!

For top rated ¼ hours call:

Gill-Perna, Inc.

WMIL

MEANS MILWAUKEE

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...



* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

report from RAB

RAB to Comment on Radio Sales Trends and Problems As Reported by 'Firing Line'

With this column, U. S. RADIO introduces a new feature to appear frequently within this RAB report—a box labeled: "Radio Sales Trend of the Month." The box will highlight material uncovered by the Radio Advertising Bureau Inc. in the course of the some 3,000 sales calls RAB makes to advertisers and agencies at the national level every year.

Purpose of the new feature will be to reveal to admen and to station, network and station representative executives opinions and comments of national advertisers, as found on the sales firing line.

RAB's 10-man national sales force performs a dual function. It not only presents radio's story to advertisers but it also brings back an insight into buyer problems and attitudes.

At least one third of the bureau's activity takes it into the field among advertising and marketing officials whom many other radio salesmen rarely get to see.

Trends selected for highlighting will range from quotes (anonymous) from advertisers to cumulative inpressions gathered from the RAB sales staff.

Interestingly, RAB salesmen report that advertisers welcome presentations on radio but they find that radio presentations on the advertiser level are notable for their infrequency. Often RAB salesmen are told that they're the only salesmen from radio to call regularly whereas other media come in often.

Here are some reactions from advertisers which reveal what's happening.

After meeting with one of the major food companies, RAB quotes one top adman there as saying there had been no effort on the part of any radio salesman to sell radio to him. In two years he had been on the job, the spokesman said, the RAB salesman was the only representative of any form of radio who called on him.

The food executive also said that magazines are by far the most aggressive in their presentation approach, with at least four of their representatives calling on him each month. Further, the spokesman felt, radio did an inadequate job of covering the agencies.

The ad director of another food company, RAB reported, had much the same comment on the effectiveness of radio's sales effort, but also offered some constructive suggestions.

After making quite clear to RAB that salesmen should make more calls, the spokesman indicated his desire for:

1. More information regarding actual success stories or case histories.
2. Continuous research and follow-up data on case histories.

This food marketer also told RAB that not enough effort is employed in first selling the medium, and then the individual station facilities.

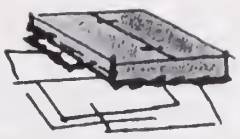
Not all comments, of course, speak so poorly of the job radio salesmen are doing. In general, it's the "man who isn't there" advertisers are complaining about. Once radio men get in the door, they frequently match the efforts of other media, RAB states.

RADIO SALES TREND OF THE MONTH

From material uncovered by RAB during national sales calls

The corporate tv buy, foundation for the advertising efforts at many multi-product companies, is showing signs of possibly losing its untouchable status. Many product managers and brand advertising managers have told RAB they are getting uncomfortable about the high percentage of their brand's ad budget tied up in parental commitments. The feeling is that their advertising does not have the flexibility needed to meet rapidly changing marketing conditions. Most agreed that radio would offer them many advantages—when and if they can get out of the corporate buy strait-jacket.

report from representatives



H-R's Avery Gibson Cites Errors in ANPA Attack on Radio's Circulation Reach

An American Newspaper Publishers Association attack on the circulation reach of radio has been called "misleading, based on questionable methodology, and practically worthless in terms of media evaluation" by Avery Gibson, director of research for H-R Representatives Inc.

Miss Gibson challenges the validity of the following information released recently by ANPA:

- "The average daytime network radio program reaches two percent of the homes with radio sets (Nielsen average, two weeks ending October 31, 1958) . . . and a typical spot commercial on radio reaches about one third of the audience for the adjacent programming (Kenyon & Eckhardt Inc. research).
- "This means that a typical daytime spot radio commercial reaches only .67 percent of its potential audience, or even less than one out of 100.
- "In daily newspapers, it is almost impossible to buy an ad that will reach as small a share of its potential audience as does the typical spot commercial on daytime radio."

Miss Gibson points out that the two percent quoted "represents a percentage of *all* radio homes—that is, 97 percent of all homes—whereas the newspaper figure represents percentage of *circulation,* which is extremely low in most markets."

For an example, Miss Gibson cites Boston where, she says, the leading newspaper's circulation (per ABC figures) is only 19.9 percent of the families in the retail trading zone (an ABC designation), and the median paper reaches about seven percent of the families. In Los Angeles, she states, the most-read newspaper's circulation is 20.6 percent of the retail trading zone families, and the median paper has about 13 percent of the retail trading zone families.

"Consequently," she declares, "every radio point quoted in the ANPA broadside should be worth around five times more than a newspaper point in terms of potential homes in these markets. Actually, however, the two figures are computed on different percentage bases and therefore are not comparable. The radio percentage is a function of virtually the entire population (97 percent) and the newspaper percentage is a function of only newspaper circulation."

The ANPA release also shows "median noting scores" of product categories derived from Starch studies. They range from one to nine percent. "These figures, too, cannot be compared with ratings," Miss Gibson states, "because again a radio rating is a percentage of virtually the entire population, and not merely newspaper circulation.

"However," Miss Gibson notes, "The Pulse Inc. has often equated newspaper noting scored on the same universe as radio ratings (*e.g.* Newspaper Advertising Rating Study, Los Angeles Newspapers, April 26 and 27, 1956). This was accomplished by including in the sample respondents who had not obtained or seen the papers. In the ads under 70 lines category, comparable to the lineage used in the current ANPA report, the print ad *ratings* for the four leading Los Angeles newspapers averaged, respectively, .1, .2, .2 and .1.

"These ratings," she charges, "are even lower than the incorrectly derived .67 which ANPA imputes to daytime spot radio commercials.

"ANPA quotes a Kenyon & Eckhart study," Miss Gibson continues, "in an effort to prove that a typical one-minute prime network radio spot reaches only one third of the audience of adjacent programming. Patently, this is a misunderstanding of the research figures used.

"The K&E study," she explains, "attempts to relate radio commercial 'noters' to program audience in the same manner as newspaper ad 'noters' are related to circulation.

"And the results are the same: 33.3 percent for a one-minute commercial, according to K&E, against 33 percent for a 1,500 line black and white ad. But ANPA should have read on—the costs are way out of line. A spot radio commercial has a cost-per-thousand impression of $3.45 against newspapers' $12.75 —a 3.5 time greater cost efficiency for radio." • • •



POWER . . . 50,000 watts of it . . . **PROGRAMMING** . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

Robert E. Eastman & Co., Inc.
National Rep.

J. E. Campeau, *President*

GENERAL OFFICES
GUARDIAN BLDG.,
DETROIT

KLZ of DENVER
SALUTES
A Radio-Active
Business
Executive



Joe Alpert . . . for his personal success as an outstanding downtown clothier and for his untiring devotion to his fellow man.

Operating his family clothing store in Denver for 38 years, Joe Alpert has found time to play an important role in establishing one of the nation's finest hospitals (General Rose Memorial) in Denver . . . to serve as board member of Colorado Cancer Society among many such worthwhile endeavors and to serve as chairman of the board of Denver's Guaranty Bank & Trust Co.

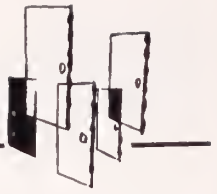
Joe Alpert, pioneer KLZ-Radio advertiser (31 years), has sponsored KLZ News 6:45 a.m. and spot advertising for years with good results!

KLZ

RADIO • 560 KC

CBS FOR THE ROCKY MOUNTAIN AREA
CALL KATZ OR LEE FONDREN, DENVER

report from agencies



Improvement in Media Know-How And Buying Techniques Goal Of New Media Planners' Club

The time has come, the New York Advertising Media Planners organization says, to talk of many things: Of cost-per-thousand and qualitative research, and how campaigns take wings.

To this end, the newly-instituted group has set a monthly date to meet and discuss the latest developments (and lingering puzzlements) in usage of radio and other media. Current membership of the month-old association, according to its officers, stands at 45 dues-payers; a total membership of 150 or more agency media people, from timebuyer to top executive, is anticipated.

"This is a professional group," explains its spokesman and president, Newman F. McEvoy, who is senior vice president and media director at Cunningham & Walsh. "We are striving to develop media planning into an orderly, scientific process, and are hopeful that we can establish means to evaluate radio and other media in relation to specific jobs to be done rather than mass audiences that can be reached."

Future programs of the association, he says, may range from a consideration of legal problems for media departments to a discussion of the limitations of buying by cost-per-thousand and a study of all aspects of saturation campaigns. But he declines to outline an advance schedule, explaining that topics (30 have been suggested already by the group) will be presented according to timeliness — and at meetings closed to the press, to preserve spontaneity of participation by members at large.

Primary purpose of the group, according to its by-laws, is to serve as a forum to "promote the exchange amongst members of information about media and their use and about markets and their development." The secondary aim is to "further develop professional techniques in buying of media among all those who are concerned or who may be concerned."

As professional media people, Mr. McEvoy points out, members have an obligation to their clients not to reveal confidential plans or operations. "But we can all benefit from an exchange of ideas," he says. "The format of our programs — encouragement of comments from the floor after the featured speech — provides us with stimulating grounds for debate. We believe we as an association have something unique in respect to the nature of our 'pro and con' discussions."

Expand Understanding

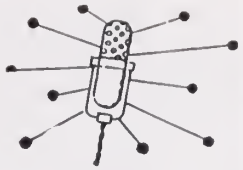
NYAMP is not a crusading organization or a "mouthpiece" for agency media men, he declares. "We have no wish to tell the radio industry how to run its business. Rather, we hope to expand our understanding of all aspects of buying radio time, and thereby to improve our use of the medium."

Julius Joseph Jr., vice president and media director of Kleinfeld, Shaw & Joseph, as secretary of the organization, records that the first meeting (on March 2) was attended by 78 agency media people, including about 20 women. Topic for discussion was the single rate for broadcast media.

Several years ago, Mr. Joseph notes, an organization known as the Media Men's Association flourished, then disbanded. He attributes its demise partially to its name, which (unlike NYAMP) precluded membership for the growing number of women in media.

"During its existence, however," he adds, "the organization was instrumental in bringing about an awareness of and a resulting improvement in marketing research for print media." Speaking for himself rather than the new group, he suggests that the New York Advertising Media Planners similarly may be the agent to touch off more of what he considers to be a needed concern for buying air time according to qualitative research factors rather than quantitative figures. • • •

report from networks



► CBS:

Since implementation of its Program Consolidation Plan, according to CBS Radio President Arthur Hull Hayes, the network has increased its audience. The January Nielsen Radio Index Report, he states, reveals a 27 percent average increase in CBS Radio network program audiences and a 30 percent increase in share of audience.

As evidence, he cites a $375,000 week in March, during which CBS signed such advertisers as U.S. Plywood Corp., Pepsi-Cola Co. and Reddi-Wip Inc. for 13-, 10-, and 13-week campaigns respectively. He also announced affiliation figures which, he says, indicate that stations have been "emphatic in their approval" of PCP.

By mid-March, 174 stations had signed affiliation contracts, he announces. Of the 10 cancellations by rate stations since PCP, three replacements have been made (KRMG Tulsa, WRNL Richmond, Va., and WHTN Huntington, W. Va.). Only 12 stations have failed to arrive at a final decision.

► NBC:

More than $2,700,000 in new and renewed business, announced by William K. McDaniel, NBC Radio vice president in charge of sales, is capped by a 26-week, $1 million campaign ordered by General Insurance Companies. General will sponsor sports segments of *Monitor* in its first use of network radio.

The other advertisers placing orders: Liggett & Myers Tobacco Co. for L&M Cigarettes, Pepsi-Cola Co., Chrysler Motors Corp. for Simca, Raybestos, Carter Products Inc. for Colonaid Laxative, and Billy Graham Evangelical Association.

Also, American Machine & Foundry Co. will bring a stockholders meeting to a nationwide audience for the first time, according to NBC. The 25-minute program on April 21 will be called "This is AMF—Stockholders Meeting on the Air."

Alcoa is sponsoring NBC Radio's "Better Homes" campaign, which began March 20 and runs through May 10. The broadcasts will feature interviews with civic, state and national officials, architects, home builders, real estate developers and others active in housing.

► ABC:

ABC Radio has announced a "vastly expanded" news, special events and public affairs service to its affiliates, as well as two new network music shows. Also, a series of confidential reports from ABC Radio newsmen to affiliates will be instituted "to add new authority and scope to local news programs."

The new shows include a daily medical report and a twice-weekly dramatic presentation of late developments in health, science and education. Also, ABC adds a weekly 25-minute discussion between Congressmen representing opposite viewpoints on vital subjects, and an interview program with the wives of Washington officials "offering new insight into life in the Capital."

On the entertainment side, Dr. Pepper soft drinks is sponsoring *Pepper-Upper Time Starring Eydie Gorme* on Monday, Wednesday and Friday from 6:50 to 6:55 p.m (NYT). And *The Frankie Avalon Show* has taken over the 7 to 7:30 p.m. Saturday night time slot, sponsored by Chas. Pfizer & Co.

In affiliation news, KALL Salt Lake City and the Intermountain Network, recently affiliated with ABC, gives ABC network 330 stations in 19 states. KALL has become a primary affiliate, and 41 other Intermountain stations will be available to advertisers as a regional group in markets not presently served by ABC.

► MBS:

Blair A. Walliser, who continues as MBS executive vice president following the sale of the network to Malcolm Smith and associates, has announced six "long-range" campaigns by the following advertisers: Carter Products Inc. for Colonaid, General Foods Corp. for Jell-O, Quaker State Oil Refining Corp., Sea Breeze Laboratories Inc., Sterling Drugs and Syntex Chemical Co.

The Quaker State order is for sponsorship of Mutual's baseball *Game of the Day* plus six Saturday and Sunday five-minute sportscasts. • • •



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Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

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picked the one we're still using."

For Good Luck margarine, on the other hand, he explains, Joan Chamberlain of OBM wrote the lyrics which she and Jud Irish together made into a chant—which in turn dictated the music that was put into final form outside the agency.

K&E also calls on both "inside" and "outside" talent to compose its musical minutes. In the main, the agency which is responsible for Pepsi Cola's "Be Sociable" tune refines the copy idea to a point where it can move readily into musical form, says Mr. Murphy, but calls in the jingle writer to score it.

54 Variations

Mr. Johnson, as sole writer-producer of all recorded radio commercials for D'Arcy, "roughs out" a script, then hires a musician to write, score and arrange the notes. In the case of Budweiser's award-winning "Where There's Life . . . There's Bud," for example, it was Russ David, musical director of KSD and KSD-TV St. Louis, who composed the original miniature concert which has been expanded into 54 recorded variations in the past three years.

In Birmingham, the Frank M. Taylor agency hires free lancer Henry Kimbrell to write lyrics as well as music when jingles are desired, according to Miss Ordway.

Existing music may be used by agencies provided copyright provisions are met. And in order to avoid plagiarism, all original jingles must be cleared with licensing services before being used.

Once the form and content of a commercial are decided, and the sound effects, music and/or other special ingredients are at hand, the producer selects the required talent —sometimes by audition, sometimes through knowledge of particular performers. Occasionally the commercial has been written with a specific voice in mind, and frequently an agency will have special talent under contract to do a continuing series for a client.

The casting department at N. W. Ayer interviews performers who come to call, and keeps a file of their pictures and brochures, in addition to casting people it wants through talent agencies.

OBM is in the unusual position of having several star performers who are actually built into their radio roles — they play themselves. "Mr. Dimes" of Tetley Tea renown, for instance, is actually Albert Dimes, an executive of the tea company and a real-life expert on the commodity. Commander Whitehead,Schweppervescent agent, is in a similar situation with his firm.

Parker Fennelly, otherwise known as Titus Moody, is under contract to OBM for Pepperidge Farm commercials, which are written to suit his characterization of a New England farmer.

To promote identification, Ayer uses the same announcer in all its radio advertisements for some clients, Mr. Girardin points out.

In selecting performers, the producer is expected to keep in mind not only costs but such technicalities as authenticity. "In one instance, we used a girl okayed by the client to represent a Chicago telephone operator," the Ayer executive says by way of illustration. "But in the recording we took, she just didn't have a Midwest accent. So we started all over, using a girl selected by our Chicago office to make sure."

Varied Locales

The actual recording session may take place in a rented studio such as one at any of Coastal Recording's three locations in New York. Or, as in the case of those taped by the Taylor agency in Birmingham, the producer may take over a sound room at a local radio station which makes its facilities available.

Present for the session, besides the necessary talent, will be a minimum of two people—the agency's producer and the studio's engineer. Usually there are from one to many more onlookers, however, with the writer or writers given first precedence in case any last-minute revisions are needed in the script. K&E recording stints, Mr. Murphy says, involve the music composer, lyricists and copyists, plus account people, possibly client representatives, and additional technicians, depending on the scope of the production. Together with musicians, announcer and any other talent present, the group may comprise as many as 40 or 50 people.

A typical schedule for setting up and recording a series of announcements for one of Ayer's accounts, says Mr. Girardin, might go like this:

The producer, preparing another series of telephone company "vignettes" (which the agency records about twice a year) books a boy and girl singer, an 8 to 10-piece orchestra, "voices" for the roles of mother, father and son, plus an announcer and sound effects man. He then reserves an appropriate sound studio for two days of recording—the first day for the music portions, the second day for the speaking portions of what Mr. Girardin calls "one-minute soap operas" (situation dialogues with a story line) dramatizing use of the telephone.

In an average two-day session, he explains, a series of eight one-minute announcements may be completed, each one requiring an average of one and a half to two hours of work and 10 or more taped versions before the producer feels he's hit just the right note.

"On all assignments we prefer to work at least a week in advance of air time for the commercial," he continues, "but we may have to do the whole thing on much shorter notice. Once we worked from 6 p.m. to 7 a.m. to make a deadline; on occasion we've spent a Saturday and Sunday getting out a rush job for Monday." From the initial tapes of an agency's recording session, explains Mr. Shaer of Coastal Recording, a good "take" is selected and an acetate disc is made up to be carried back to the agency for approval.

At this point the producer may be faced with the task of convincing the account man or client, or both, that a deliberate distortion of sound during the taping makes this particular recording more effective and tonally true in broadcast than would an exact duplication of the studio performance.

Occasionally the studio engineer is asked to edit portions of several "takes" into one complete announcement—splicing together the best segments from the several versions recorded of the introduction, body and windup.

Following approval by the client, an unprocessed "master" record of

acetate is then sent to a "master processing" plant, where vinyl records are produced in the desired quantities. During the "stamping" of the discs which will go to radio stations near and/or far, the record is also impressed with a label which is imprinted with information regarding contents and time lengths.

From here on, the commercial recording hot off the stamper generally becomes the responsibility of the traffic department of the agency and recording studio.

In estimating the total production costs of a proposed commercial, Mr. Murphy at K&E considers such items as: Recording time at the studio, editing time, musicians' rates, fee to jingle writers, payment for rights to the jingle, contribution to the musician's fund (a union requirement), pay rates for talent, and the total number of discs to be ordered.

Total Costs

"The estimate is made as soon as the script is approved," he explains. "Total costs can vary tremendously, depending on the kind of commercial desired. For example, the rights alone to a jingle may cost $2,500 to $3,000, and production expenses for the music and its copying and arranging may range between $1,000 and $3,000. A good producer, of course, can achieve some remarkable effects with perhaps only a toy instrument or piccolo, but such possibilities hinge on the commercial.

"Studio time depends on how complicated the script is, how many people are involved. Then there is the factor of 'name' performers—their rates are much higher than the standard pay scale, but perhaps they're the people who'll do the best selling job in a given instance."

Grant Merrill, in reviewing some of his cost figures, says Pacific National has produced narratives for costs ranging from $50 to $150 and musical ones for $450 to $2,000.

A producer's greatest responsibility, according to a concensus of agency spokesmen, appears to be channeling a flow of creativity from one avenue to another—somewhat like an imaginative French policeman directing traffic in Place de la Concorde, except the results must be tidier. • • •

report on FM

Chicago Fm on Upbeat, WBBM-FM Study Shows; 800,000 Homes With Sets

In the Chicago area, 42 percent of all homes possess an fm set in good working order which is turned on for an average of one and one-third hours a day, according to a study conducted for WBBM-FM by The Pulse Inc.

In metropolitan Chicago alone, says the station, this means that 800,000 homes are equipped with fm—an increase of more than 100,000 in three years. Also, 55 percent of all fm sets operate from one to five hours and more daily.

The Pulse figures also reveal that 124 male and female adults tune in during the daytime per each 100 listening families, while at night this figure increases to 137.

WBBM-FM's investigation of the fm potential in Chicago began in 1955, the station states. During the next three years the number of fm stations in Greater Chicago grew from 14 to 18. Of this number, only 10 provide partial or complete commercial service on an independent basis.

WBBM-FM itself became independent of its am sister station, WBBM, only nine months ago on July 20, 1958. The station set up its own separate staff for programming, sales and management—after 17 years simulcasting. One reason for the separate programming, says WBBM-FM, was the "revival of interest in fm . . . attributed, in part at least, to the tremendous advance in hi-fi equipment and recordings." WBBM-FM is on the air each day for 15 hours, from 9 a.m. to midnight.

Shortly after becoming a separate broadcast entity, the station offered a printed program guide to its listeners. An analysis of the response to the offer "put to rest any theory that the fm listener is comprised only of the so-called 'upper class,' " WBBM-FM's study states, "or that he sits for hours listening only to 'heavy' music.

"For this mail came from all sections of metropolitan Chicago—and beyond. It came from people in all walks of life, all domestic circumstances, and virtually all age groups.

"In short, this growing and important segment of the radio audience is comprised of all classes of people who have discovered a pleasing source of broadcast fidelity to which they maintain a surprising loyalty."

Stereo

In the month of March, WGMS Washington, D. C., broadcast 38 hours of stereo over its am and fm outlets, the station reports. "This is more stereo than the station has ever broadcast in a single month," says WGMS, whose broadcasts featured mostly classical music.

Sounds for Tomorrow, a new series of stereophonic broadcasts, is being heard three days a week from 9 to 10 p.m. over WHBC and WHBC-FM Canton, O. It will feature, the station says, music of all types ranging from small combos to full orchestras with the latest stereophonic recordings from every manufacturer.

KDKA's second stereophonic program, the *Art Pallan Show*, will be broadcast by the Pittsburgh outlet and KDKA-FM on Monday and Tuesday mornings from 10:30 to 11. An unusual feature of the project is that a "panel of representative citizens"—housewives, business men, musicians and others—will be gathered in General Manager Les Rawlins' office to evaluate sound transmission experiments.

"They will hear," KDKA reveals, "demonstations of am-fm transmission such as can be picked up on home radios as well as fm-fm, the sub-channel multiplex type operation. The station used the latter last summer when it broadcast to a baseball network over regular fm and music through another part of the fm signal."

The "stereo jury" will not be told whether they are hearing am-fm or fm-fm. Their impressions and findings will be filed with the FCC.

Fm Factory Production

Fm factory production for January totaled 30,235 sets, according to Electronics Industries Association—down 42,071 from December 1958. Total reported set production since July 1958, when figures were first released, stands at 406,185. • • •

No. 1 RATED A.M. SHOW

WWET Radio



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report from Canada

Chairman Stewart Urges Image Building Program For Canadian Broadcasting

Canadian broadcasters must improve their image, their research and their training programs for young people in order to add to the stature of the industry, according to Dr. Andrew Stewart, chairman of the board of Broadcast Governors, Canadian regulatory agency.

In his keynote address before the annual meeting of the Canadian Association of Broadcasters in Toronto, he also stressed the broadcasters' obligation, under the Broadcasting Act, to provide "a comprehensive service that is basically Canadian in content and character."

One of the radio highlights of the CAB convention was a panel on the medium's research problems. The values and growing acceptance of motivational research were underscored by Albert Shepard, executive vice president, Institute for Motivational Research, Croton-on-Hudson, N.Y. He cited examples of how advertisers are placing increasing reliance on this type of information. Agency representatives on the panel supported this contention. They stated that while audience figures play an important role, they are not the only considerations in buying time.

The relative importance of car radio also was an issue. A motion was carried requesting the Bureau of Broadcast Measurement to develop a report for its members on car listening so that it would constitute a supplemental selling tool.

In his keynote address, Dr. Stewart stated: "Public attitudes are expressed in a variety of ways. If we can accomplish . . . a sense of personal accomplishment, a sense of increasing identification for the board with the broadcasting industry, and a record of increasing independence, self-reliance and self-discipline within the industry . . . confidence and appreciation on the part of the public will follow automatically."

Dr. Stewart's suggestions for improving research were not aimed at the technical aspects of broadcasting, he said. "I realize that continuous research is going on and will eventually bring about substantial changes and improvements in techniques.

"Rather," he said, "I have in mind such problems as making the maximum use of the . . . frequencies available to us for the service of Canadian listeners, and the real responses of listeners to types of programs and production techniques."

The other area in which the CAB was urged to make a contribution is in training programs for young men in, or about to enter, the broadcast industry.

"I know that some moves in this direction are being made in parts of Canada," Dr. Stewart stated. "Perhaps more should be done to help to insure that the competence of those engaged in the industry in various ways keeps step with its increasing complexity."

Basically Canadian

In his allusion to the Broadcasting Act's requirement that broadcasting services be "basically Canadian in content and character," Dr. Stewart emphasized that "such a service is expected of each station within the system.

"The responsibilities are not to be met only by serving the interests of local advertisers, contributing to events of local significance, and providing national news coverage. The board," he said, "views broadcasting as a medium of communication. Its national functions include the opportunity for Canadians in all the separate parts of the country to communicate with one another, and through the medium of broadcasting to be brought closer together.

"This does not mean merely carrying simultaneous broadcasts originating at one point," he pointed out. "However, national networks or similar arrangements do contribute to the objective. For this reason, the board would, in principle, favor the extension of networks which serve to link separate stations together; but will be concerned to ensure that they contribute to the objectives of the national system." • • •

radio research

Dr. Roslow Approves NAB Research Standards, Except Promotional Policing

It is not within the province of research organizations to police stations on their promotional use of ratings, according to Dr. Sydney Roslow, president of The Pulse Inc.

On all other phases of the NAB Research Committee's recently announced minimum standards to be followed by research firms in writing radio survey reports, however, Dr. Roslow is in virtual agreement. (See details of plan in *Washington*, p. 15.)

"The NAB is to be congratulated for taking this stand and setting forth these suggested standards," he tells U. S. RADIO. "This is a good forward step, but one that is not new to Pulse which has been meeting these criteria throughout all the years of its history."

The resolution to which Dr. Roslow disagrees asks that research firms "police the promotional material developed from any particular survey they submit to clients, to the end that survey findings are properly presented in promotional material."

To the five points of the NAB committee's minimum standards, Dr. Roslow submits the following replies and questions:

1—*The dimensions of the audience surveyed.* "Our surveys have always covered all sets and have always included all out-of-home listening, correctly related to the home base, plainly identifying programs and stations.

"On the average, 2.3 persons are present in the home and interviewed, a mutual cross-check that reinforces accuracy. The distribution of out-of-home listening by persons and places has also been reported."

Regarding the first standard, the only question Dr. Roslow asks is, "Why is it phrased only in terms of personal interview?"

2—*The area surveyed.* "All Pulse reports have always shown the distribution of the sample and the area surveyed."

3—*The method of survey.* "All Pulse reports have indicated that they were made by the personal-interview, aided-recall technique."

4—*Size of sample.* "All Pulse reports have always shown size of sample upon which ratings have been based."

5—*Survey date(s).* "All Pulse reports have always shown the survey dates."



Dr. Sydney Roslow
President, The Pulse Inc.

Unanimously Adopted

The NAB Research Committee, in its unanimously adopted resolution, has urged that these five points of information be clearly stated in each report "whether this report is a one-time survey, part of a series of reports, or a regular survey service."

Copies of the minimum standards are being distributed to radio survey and rating services, and copies of the standards and the resolution are being sent to all radio station members of the NAB.

The members of the Radio Research Committee are E. K. Hartenbower, KCMO Kansas City, Mo., chairman; George H. Clinton, WEBC Duluth, Minn.; Simon Goldman, WJTN Jamestown, N. Y.; Charles E. Hamilton, KFI Los Angeles; Harper Carraine, CBS, New York; Dr. Thomas E. Coffin, NBC, New York, and Harold Cranton, ABC, New York. • • •

KFAL RADIO

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Prime radio service to four principal cities of Central Missouri.

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As always—KFAL offers a diversity of excellent, well-chosen, and carefully produced programs keyed to the desires of Central Missourians in entertainment, information and public affairs. No one type of programming overbalances other choices, and the result is a sparkling variety which encourages many listeners to volunteer a "Well Done" . . Give us more of the same"

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Represented by John E. Pearson Co.

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900 Kilocycles 1000 Watts

KTUL howls about CCA

In a letter to Mr. Jerry Hauser, South West Sales Manager of Community Club Services, Inc., Mr. James H. Schoonover, General Manager of Radio Station KTUL (Griffin Broadcast Group) said: — "Although we haven't actually launched our CCA Campaign and are in the midst of selling it, I can assure you it will be a financial success! In addition CCA has stimulated tremendous interest on the part of Tulsa women's clubs. Coupled with the fine efforts of our CCA Director, Sue Behrens, we feel that the campaign will be an even *greater success for our Sponsors.* CCA was a natural for KTUL, coming at a time when we are exhausting every possibility to build both audience and volume! I'm confident that CCA will do the job!"



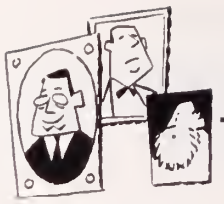
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NAB ASSOCIATE MEMBER

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

ROBERT E. ANDERSON, vice president in charge of the Detroit office of BBDO, and McDONALD GILLESPIE, vice president and account supervisor in New York, elected directors.

LEWIS H. HAPP, FREDERIC C. MAINE and DAVID J. WASKO elected vice presidents of Geyer, Morey, Madden & Ballard Inc., New York. Mr. Happ was a media director with Geyer Advertising Inc. Mr. Maine was in copy and contact, Mr. Wasko a media director, at Morey, Humm & Warwick Inc.

ALBERT TILT III, a member of the account staff, named a vice president at Erwin Wasey, Ruthrauff & Ryan Inc., New York.

WALLY SEIDLER, account executive and radio-tv director at Edward S. Kellogg Co., Los Angeles, named executive vice president.

BARRETT WELCH, SSC&B vice president, elected to the executive committee. Also at SSC&B: M. HERBERT KING, controller, named treasurer; WILLARD C. MACKEY JR. and DONALD G. GILL, account executives, named vice presidents.

HAROLD J. GRAINGER, account supervisor and director of the marketing department of Compton Advertising Inc., New York, elected a vice president. Also, EMILE FRISARD, copy group head, named a vice president and assistant creative director and MARTIN DEVINE, account supervisor, named a vice president. Joining the agency as vice presidents are MERLIN E. CARLOCK and OTTO PROCHAZKA. Both were with Benton & Bowles Inc., New York.

STATIONS

RICHARD C. FELLOWS has been named operations manager in charge of programming of WPDQ Jacksonville, Fla. He returns to station after serving as general manager of WWIL Fort Lauderdale, Fla.

LIONEL F. BAXTER, vice president and managing director of WIBG Philadelphia, has been named director of radio operations for Storer Broadcasting Co.

JAMES P. STORER, formerly national merchandising manager in Storer Broadcasting Co.'s New York office, named national sales manager of WIBG Philadelphia. He replaces JOSEPH T. CONWAY, who becomes national radio sales and merchandising manager for Storer. Also, GEORGE W. LYONS, account executive at WJBK-TV Detroit, named midwest sales manager for both radio and tv with headquarters in Chicago. And, GRADY EDNEY named national program director for Storer's radio properties. He was WIBG program manager.

JACK SANDLER, general manager of WQAM Miami, Fla., named a vice president of the Storz Stations.

CHARLES R. CHRISTIANSON, former general manager of KRUX Phoenix, named general manager of KBIS Bakersfield, Calif.

BOB McKUNE, former manager of KRGI Grand Island, Neb., appointed manager of KSAL Salina, Kans.

BOB McNAMARA, former director of client sales at H-R Representatives Inc., New York, named national sales coordinator for the owned and operated stations of RKO Teleradio Pictures Inc.

JOE K. PHIPPS, director of news operations for WWDC Washington, D. C., named to the additional post of director of special projects.

L. FREDERICK CAIN, formerly account executive with BBDO, New York, appointed manager of network sales for Concert Network Inc., and also manager of sales for WNCN (FM) New York.

DON SAILORS, former national sales manager of KIOA Des Moines, named sales manager of WING Dayton, O.

BILL MASON, WLS Chicago farm editor and reporter, named farm program director.

GUY S. HARRIS, formerly program director at KDKA Pittsburgh, named to similar post at WERE Cleveland.

REPRESENTATIVES

RICHARD C. ARBUCKLE, midwest manager of Robert E. Eastman & Co., elected a vice president.

ROY EDWARDS, manager of the Los Angeles office of George P. Hollingbery Co., named director of West Coast operations. Also, GEORGE HEMMERLE, account executive, named manager of the San Francisco office.

JOHN A. HICKS promoted from the Atlanta sales staff of Clarke Brown Co. to manager of the New Orleans office.

KENNETH I. deVRIES, formerly account executive with MBS, appointed to the sales staff of H-R Representatives Inc., New York.

WILLIAM E. MILLER, formerly with the Chicago office of Adam Young Inc., has joined the sales staff of AM Radio Sales Co., Chicago.

INDUSTRY-WIDE

JOHN C. GILMORE named president and WILLIAM M. CARPENTER executive vice president, Community Club Services Inc. Mr. Gilmore had been a vice president; Mr. Carpenter continues as secretary-treasurer.


Hemmerle


Edney


Mason


McNamara


Seidler


Mackey


Gilmore


Sandler



"Higher Education . . . Our Greatest Tool"

OSCAR G. MAYER

Chairman, Oscar Mayer & Co.

"During the last twenty years we have had dramatic evidence of what massive research can accomplish. Every thinking American today is acutely aware that our future welfare depends upon this vital activity.

"But sound higher education is the prerequisite of good research; it is vitally important that our higher education be constantly improved, beginning with our secondary schools. Higher education is the only means with which we can mine our most valuable natural resource: the creativity of the human mind in all fields, social and cultural as well as scientific.

"By supporting the college of your choice in its efforts to provide the best possible faculty and physical facilities, you are investing in the one tool with which to shape favorably the future of America."

If you want more information on the problems faced by higher education, write to: Council for Financial Aid to Education, Inc., 6 E. 45th Street, New York 17, N. Y.

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HIGHER EDUCATION
KEEP IT BRIGHT

ADVERTISING COUNCIL · PUBLIC SERVICE ·

EDITORIAL



. . . helping yourself

WHAT CAN BE DONE IN SPOT

One of the areas in radio to which advertisers and stations have given much thought during the past few months has been spot buying.

Advertisers and their agencies are eager to find ways of using spot more efficiently. And stations and their representatives, naturally enough, are seeking methods to boost spot business.

A major problem with a do-it-yourself suggestion for radio was expressed to U.S. RADIO in an informal chat with two media executives of J. Walter Thompson Co., New York.

These media men stated that, in their opinion, there is not a medium that offers more potential, and yet is so lacking in vital research data as spot radio.

WHAT IS NEEDED

When asked, "Specifically, what kind of information do you need that is presently not available?" they were quick to reply:

"One of the major things an agency needs to know in determining a media buy is what the client's competition is doing in a particular medium.

"Spot radio alone among major media," they continued, "does not provide this type of data adequately. Newspapers, television and magazines have this information available through one source or another."

These men recognized that Radio Advertising Bureau made a major start in providing dollar figures for the top spot spenders.

But they pointed out that additional data, such as the markets advertisers use and the frequency, also would go a long way in increasing the use of spot radio.

The JWT executives stated that their agency sends out questionnaires to stations asking such information about *past* campaigns. These draw a poor response, they declared.

If it is agreed that this is a major stumbling block in the path of greater spot use, what can be done about it? RAB has pulled out all stops in an effort to gain the required data. It is working closely with representatives, stations and other sources to bring the spot radio picture into clear focus and on a research par with other major media. It hopes in one of its early upcoming reports to show the fruits of this effort.

In the meantime, it is strongly urged that representatives and stations do the utmost on their own behalf in seeing to it that RAB is able to present as much of the needed information as possible and as soon as possible.

CONVENTION FOOTNOTE

The interest and attendance by radio people —and agency people, too—at the radio sessions of the National Association of Broadcasters' Chicago Convention spoke well for the future of the medium.

At no time within recall have the radio meetings been so well attended. Even more than that, the interest and desire to discuss frankly radio's problems and outlook were readily apparent. (See *Radio Brainstorming*, p. 34).

We hope that the 37th convention of 1959 will set a pattern for thought-provoking sessions similar in spirit in the future.

MORE NATIONAL ACCOUNTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND

WINN HAS FIVE-STAR REASONS:



We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT

SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

KIMN tells and sells more people for less cost per thousand than any other radio station in the Greater Denver Market

KIMN

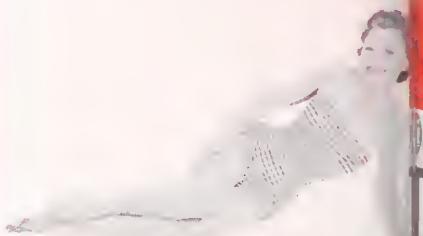
No. 1 music and news station in denver*

entertaining and selling in 156,000 homes weekly

*DECEMBER, 1958 PULS

Radio homes reached by eac station in thousands . . .

Network Station A	183
Network Station B	177
KIMN	156
Independent Station D	149
Independent Station E	149
Independent Station F	147
Independent Station G	82
Independent Station H	66
Network Station C.	61
Independent Station I	53
Independent Station J	37



KIMN

5000 WATTS AT 950 KC

KEY STATION

INTERMOUNTAIN NETWORK

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

Cecil Heftel. Presid

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 3.—NO. 5

MAY

1959

35 CENTS

NAB LIBRARY

AUG 31 1959

AL PHENOMENON
ss of Local Radio,
leaning Nationally
page 21

COFFEE
ee Bureau Places
ner Budget in Radio
page 28

WEEK PARTNERS
Local and Regional
ers Depend on Radio
page 40

STAND
ase in Stations:
ter or Development?
page 44



ls Radio Month
stry Salutes Radio
Theme: "Radio . . .
s in Tune With
page 17

America's greatest food merchandiser!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

- **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:
  1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
  2. A minimum of **20 special one-week displays.**
  3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
  4. Complete merchandising reports issued to you twice each 13 weeks.
- **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.
- **W-I-T-H Weekly Merchandising Service** with independent GA Stores.
- **W-I-T-H Community Club Awards,** now in its 13th successful cycle.
- PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept. Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

WITH

Tom Tinsley, Pres. RADIO BALTIMORE R. C. Embry, Vice Pres.

Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Ohio Stations Representatives in the state of Ohio Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans; Daren F. McGavren Co., Inc. in Chicago, Boston, Detroit, West coast

ou can use Pulse's totally new dimensions for profitable buyi

USTOMER-SLANTED facts for comparing the 201 TV network sho

Typical example: **FAMILY-APPEAL SITUATION COMEDY, FILMED.** Co-sponsored by "small" agency of $7 millio billing in all media and by top agency whose TV billing alone is over $100 millio

U.S. PULSE TV	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
FEB. RATINGS, 22 MAJOR MARKETS	**77%** smoke cigarettes: higher than average for all programs	209 VIEWERS per 100 homes 75 men 88 women 19 teens 27 children	VOLUME CONSUMPTION **82%** have teenagers children	SPENDERS! FOOD GROCERIES **40%** above average	ACTIVE! USING AUTO DAILY **68%**	HEALTH & BEAUTY CONSCIOUS **49%** above average for drugs toiletries cosmetics	YOUNG! HOUSEWIFE VIEWERS **26%** 18-34 **34%** 34-49
ATLANTA 24.0							
BALTIMORE 26.3							
BIRMINGHAM 25.0							
BOSTON 18.5							
BUFFALO 22.5							
CHICAGO 16.7							
CINCINNATI 30.2							
CLEVELAND 26.5							
COLUMBUS 24.9							
DAYTON 32.3							
DETROIT 20.2							
LOS ANGELES 17.2							
MILWAUKEE 21.5							
MINNEAPOLIS-ST. PAUL 20.2							
NEW ORLEANS 11.9							
NEW YORK 12.7							
PHILADELPHIA 26.2							
PROVIDENCE 26.0							
ST. LOUIS 22.9							
SAN FRANCISCO 20.2							
SEATTLE 28.9							
WASHINGTON 17.9							
	The network rating alone is no measure of the tremendous total value!						
	16.4	**14.3**	**15.6**	**16.9**	**17.5**	**18.8**	**18.9**

IT IS NOT NECESSARY TO HAVE A BIG RATING FOR BIG SUCCESS!

lse QUALITATIVE NETWORK facts for SALES results! Plainly illustrating that not HOW BIG but HOW SMART m profitable buying! Pulse qualitative data like these for ALL network programs. Subscribers also receive FILMS standing : 22 top markets—**126** quarter hour, half hour, and hour SPOT FILM PROGRAMS reported for February, 1959!

100,000 DIFFERENT FAMILIES

RE INTERVIEWED MONTHLY THROUGHOUT THE U.

minimum samples:

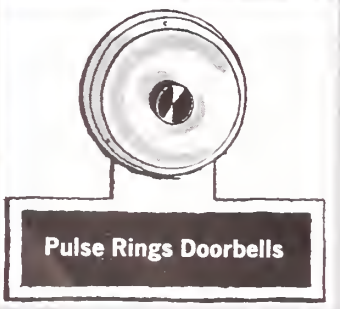
20,000 different families per daytime TV strip

5,000 different families once-a-week TV program

Charted above is a single, highly successful show. Not an impressive network rating, true, but a block-buster for selling help, market by market. Pulse subscribers get this vital information monthly, for all programs. Every important category of products being covered, with adequate repeats to measure progress. Brand tabs are available on order!

Effective with April reports for all ma kets and network, Pulse interviewing w be conducted daily all month—365 da a year of interviewing in America's k markets! This is the qualitative assis ance leading advertisers want. You c put it to work, not just for time and pr gram buys, but for advertising, sellin promotion, basic marketing.

Complete details on request. Please write or phone JUdson 6-3316.



Pulse Rings Doorbells



...interviews families in their homes

Nothing takes the place of INTERVIEWS in the home

730 FIFTH AVENUE
NEW YORK 19, N. Y.

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

RGEST SCIENTIFIC SAMPLING—"ONLY U. S. CENSUS TALKS WITH MORE FAMILIES" • MORE THAN 220 MARKETS 1958—STILL MORE FO



Michigan Week
May 17-23

We're proud of Michigan . . .

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

For sales results you can sing about, buy Michigan—Detroit—the WWJ stations, basic media in this big-earning, big-spending market.

WWJ AM and FM **RADIO**
The World's First Radio Station

original NBC affiliates

WWJ-TV
Michigan's First Television Station

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

IT'S ALL SEWED UP!



Key to ABC Radio personalities above



ENTERTAINMENT
1. Don McNeill
2. Peter Lind Hayes
3. Mary Healy
5. Fran Allison
7. Frankie Avalon
10. Alene Dalton
13. Eydie Gorme

NEWS
4. John Daly
8. Quincy Howe
9. Paul Harvey
11. Bill Shadel

SPORTS
6. Howard Cosell
12. Notre Dame Football

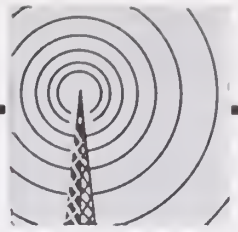
Now more advertisers than ever before can piece together some of the strongest – and largest – station line-ups ever made available over network radio. Where? On the *expanded* ABC Radio Network!

With the addition of Don Lee (a No. 1 regional network) and the affiliation of the important Intermountain and Arizona Networks, ABC has added more than 50 new stations to its powerful line-up. A line-up, by the way, that carries an extensive array of talent – with entertainment, sports and news personalities like those illustrated above, and a 125-man national and international news staff.

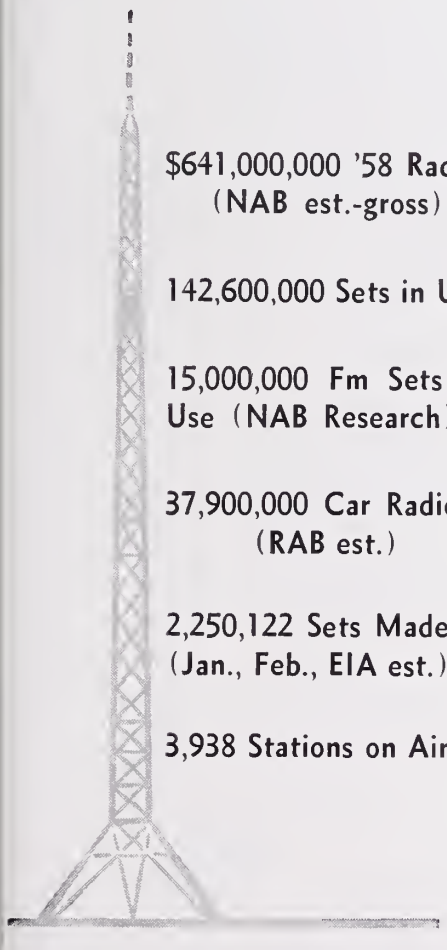
Result: An advertiser can sew up the top 50, top 100 or even the top 200 markets with ABC's superior inside coverage – now stronger than ever before!

We wouldn't want to needle the competition, but if you're looking for penetration, where else would you look but ABC?

ABC RADIO NETWORK



Radio's Barometer



$641,000,000 '58 Radio (NAB est.-gross)

142,600,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

2,250,122 Sets Made (Jan., Feb., EIA est.)

3,938 Stations on Air

Spot: In reporting a 60 percent increase in radio spot sales at Broadcast Time Sales, New York, during March over February, General Manager Carl L. Schuele attributed the added business to both larger buys from old accounts and new buys by accounts not in the field before.

Network: NBC Radio has announced sales totaling $986,042 in net revenue for the three-week period ending April 15, including new orders from the Greyhound Corp. for a 12-week summer campaign. CBS Radio recently sold out the entire schedule of New York Giants professional football games to General Cigar Co. and P. Ballantine & Sons. ABC Radio has reported signings that include Pepsi-Cola, Perkins Division of General Foods, and 52-week renewals by Midas Inc. and Oral Roberts Evangelistic Association. (See *Report from Networks,* p. 65.)

Local: Storer Broadcasting Co. reports an increase of more than 36 percent in net earnings after taxes for the three months ending March 31. Earnings for the first quarter were $1,024,183 compared with $751,204 earned in the corresponding period in 1958. Net earnings per share were 41.4 cents in the 1959 quarter against 30.4 cents in 1958. Two stations—KNX Los Angeles and WRCA New York—also reported increases. Local sales on KNX for the first quarter were 36 percent ahead of the 1958 quarter. WRCA had a 33 percent increase in sales during the first three months of the year compared with the same period in 1958.

Stations: The number of am and fm stations on the air as of mid-April totaled 3,938, an increase of eight (five am and three fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,344	594
Applications pending	469	49
Under construction	123	141

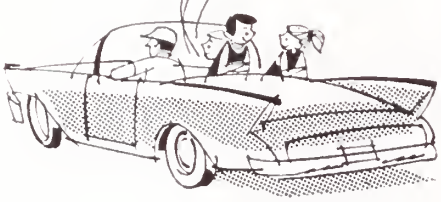
Sets: Total radio set production including car radios for February was 1,124,737. Two-month total was 2,250,122. Total auto radio production for February was 420,052. Two-month total was 852,603. Total radio set sales excluding car radios for February were 474,888. Two-month total was 1,175,378. February transistor unit sales were 5,393,377 with a dollar value of $14,550,056. Fm production for February was 29,145. (See *Report on FM,* p. 66.)

In Summer folks are on the go.

Go get 'em with Spot Radio

(And if you want the Jack-type-Pot

Use our exclusive Baseball Spot)



Portables—auto radios—outside speakers: no doubt about it, spot radio is the great summer merchandiser. For extra impact, WHIO offers the Cincinnati Reds exclusively in this area. Ask George P. Hollingbery about our special Week-End Package Rate.



AM 1290 K **WHIO** FM 99.1 MC.

DAYTON, OHIO

Basic CBS

for buyers and sellers of radio advertising

U.S. RADIO

MAY - 1959 VOL. 3 - No. 5

. . . IN THIS ISSUE . . .

Local Radio Phenomenon 21
As It Works for Retailers, Distributors, So, Too, It Can Work for National Clients

Radio for Iced Coffee Drive 28
Pan American Coffee Bureau Takes First Major Air Campaign This Summer

Radio Is a Tv Hero 37
Antenna Maker for Tv Sets Calls Initial Radio Trial in Southeast 'Remarkable'

52-Week Partners 40
How Local and Regional Brewers Use Radio; What Time Periods and Programs They Prefer

Disaster or Development? 44
The FCC Stand on the Booming Number Of Radio Stations Going on the Air

Question and Answers 48
Advertisers and Agencies Comment On Job Done by Radio Advertising Bureau

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	67
BPA Memo	60	Report on Fm	66
Commercial Clinic	55	Report from Networks	65
Editorial	72	Report from RAB	62
Focus on Radio	50	Report from Representatives	63
Hometown U.S.A.	54	Silver Mike	16
Letters to Editor	15	Soundings	7
Names and Faces	70	Station Log	58
Radio Registers	61	Time Buys	8
Radio Research	68	Washington	13
Report from Agencies	64		

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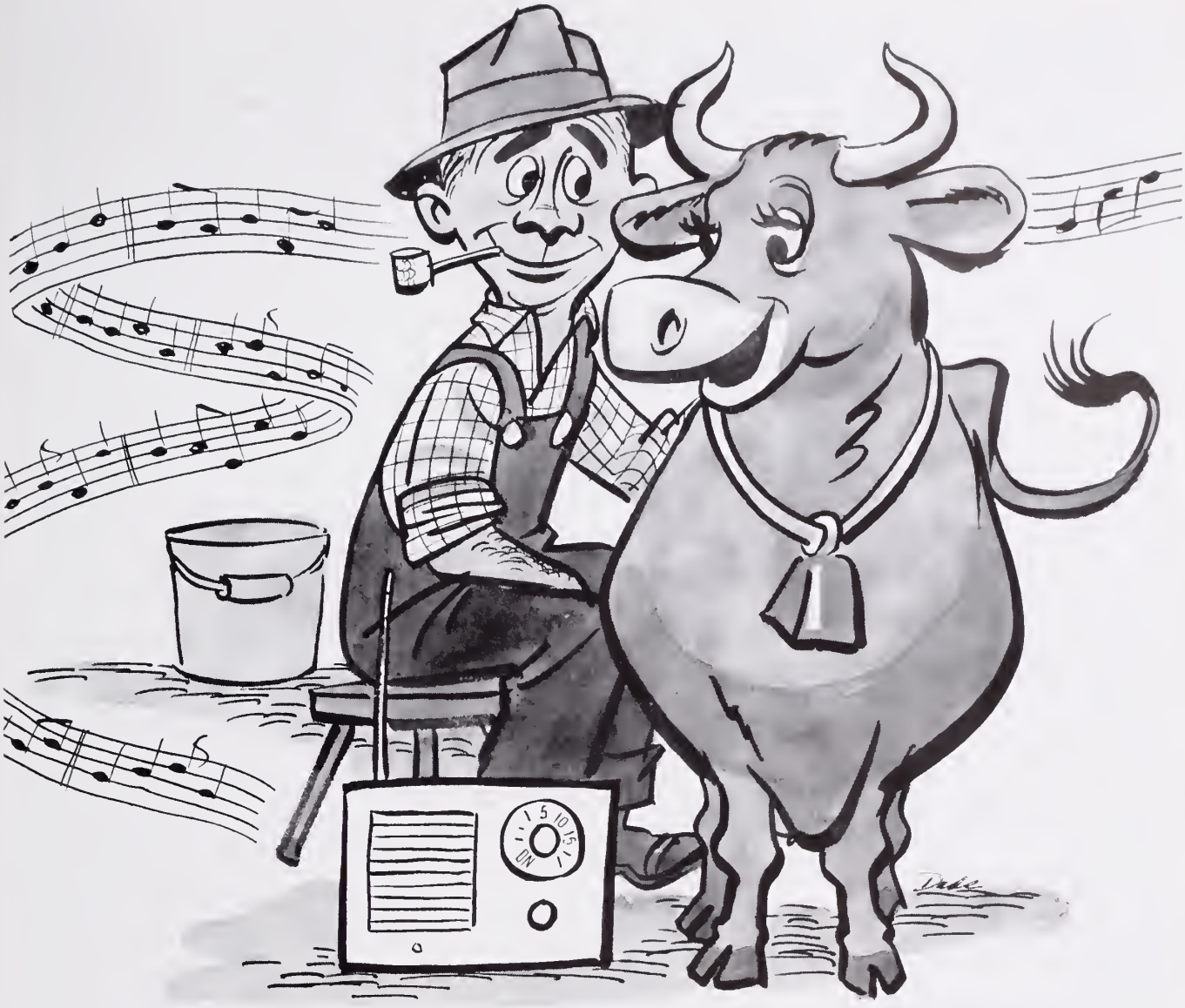
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6608 Selma Avenue
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700 Montgomery Building
San Francisco 11, SUtter 1-4583

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BPA

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Accepted as controlled circulation publication at Baltimore, Maryland.



Here's how to reach 'em...down on the farm!

Gross farm income for 1958 exceeded 38 Billion dollars. Big . . . and getting bigger. A great market . . . a vital market for all products of American industry. How to reach this able-to-spend, anxious-to-buy market? Keystone Broadcasting System's 1067 affiliated, locally programmed radio stations reach 86% or 4,113,753 farms at *the local level!*

821 of Keystone's affiliates broadcast farm programs daily directed to the local farmer.

We'll be happy to send you our up to date Farm Market Analysis. Write us today!

Send for our new station list

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STate 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA



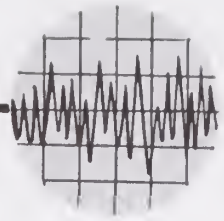
...of the two top radio personalities in Chicago

During March, both Howard Miller and John Doremus joined the line-up of star personalities on WMAQ Radio. Miller's selections of popular music and informal comment have made him the Number One radio personality in Chicago, without interruption, since January 1956. ■ Doremus, in Chicago for less than two years, quickly became the city's Number Two radio-audience attraction, by featuring the best sort of popular music. ■ So the Q for QUALITY RADIO IN CHICAGO is now bigger than ever! The two biggest radio personalities in the city are *now* at 670 on Chicago's radio dial. ■ HOWARD MILLER, 9:05 to 11:00 a.m., Monday through Friday. JOHN DOREMUS, 4:05 to 5:30 p.m., Monday through Friday and 9:05 to 10:30 p.m., week nights.

NBC RADIO IN CHICAGO
SOLD BY NBC SPOT SALES **WMAQ • 670**

Source: Pulse, Nov.-Dec. '58

soundings



Radio Solves Banana Crisis With Speed and Impact

BBDO Inc., New York, received an urgent client call Good Friday morning that a boatload of ripe Chiquita bananas was sitting in a harbor with no place to go. To accelerate consumer demand and get the bananas moving to market place, the agency huddled with NBC Radio and CBS Radio that afternoon. On Monday morning, a two-week campaign started on both networks consisting of a total of 60 one-minute announcements. At the end of the promotion, the banana crisis had been solved; credit radio. (Also see *Chiquita Buys Radio in Bunches,* March 1959.)

Summer Radio Push Gains in Momentum

Sales campaign showing advertisers the value of summer radio is picking up steam. The Albert Sindlinger all-media research organization has provided Radio Advertising Bureau Inc. with these facts: A 15 to 20 percent increase in summer listening is predicted; also, the time people spend with radio during an average week in July goes up 96.9 million hours (compared with a week in February), while newspaper, magazine and tv audiences go down.

National Radio Month Takes May Spotlight

The values of radio to listeners and advertisers are resounding across the country this month as part of the second annual National Radio Month. Equipped with kits from National Association of Broadcasters (see *Washington,* p. 13) and RAB (see *Report from RAB,* p. 62), stations are making the most of "Radio . . . Always in Tune With You" theme.

Encouraging Agency Response To Young-Pulse Measurement Plan

More than 100 replies have been received by Pulse from advertising agencies replying to the Adam Young Inc. plan to establish a uniform audience survey area for major markets. (See *The Young Proposal,* April 1959.) The first two trial cities will be Tulsa and Pittsburgh. According to Young, the replies indicate that a compromise area for each city can be worked out.

Local Radio Story Seen Key to National Use

The reasons for the upswing in local radio billings are outlined in *Local Radio Phenomenon* (p. 21). These billings are up 28.2 percent from 1951 to 1958 and radio salesmen are urging national clients to examine the thinking behind greater radio use by retailers and distributors—cost-conscious advertisers who know their local media.

Music-and-News Format Is Being Broadened

Reports from stations indicate that the base of the music-and-news format is being enlarged upon to emphasize news, talk, editorializing, "off-air" activities, audience involvement. Current example is "New Horizons" concept by KYW Cleveland. The six-point program, primarily designed as an off-the-air project, includes these elements: Mental Health, Safety, Science, Government and History, KYW Road Show, and In Praise of Learning.

WPTF
Raleigh-Durham
the Nation's
28th
Radio Market
has Greater
FILLING
STATION
SALES
than the 6th
Metropolitan
Market



28th Radio Market - WPTF
$233,368,000
28th Metropolitan Market
$51,533,000
6th Metropolitan Market
$196,008,000



WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham
and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

American Airlines Inc.

Agency: *Lennen & Newell Inc., New York*

The *Music 'Til Dawn* program sponsored over nine CBS stations on a three-year basis has been renewed for 52 weeks on one station whose contract was due to run out in April. Two other renewals among the nine will be up for consideration this fall and in early 1960, but Young & Rubicam will be making any further commitments, as American's new agency come this June 1. The airlines' program of popular and classical music originated in 1953 on six CBS stations; following a 1956 renewal of the three-year contracts for these six, three more stations were added. The post-midnight show is centered around a musical list supplied by the network, with local talent cueing in the records and announcements. Sherry Heath handles the account for Lennen & Newell; Don Hinton will be timebuyer for Young & Rubicam.

Canada Dry Corp.

Agency: *J. M. Mathes Inc., New York*

Product: BEVERAGES

A national spot buy in approximately a half-dozen major markets may set the pace for local bottlers of the company's products. The parent firm's summer campaign starts the middle of this month and continues through August with frequencies varying from 20 announcements a week in a one-station market to 80 to 100 in a multiple station area. Timebuyer is Edna Cathcart.

Cannon Mills Inc.

Agency: *N. W. Ayer & Sons Inc., Philadelphia*

Product: HOUSEHOLD LINEN

Hanging out its white goods on a radio sales line, this firm is reported to have air time schedules in major markets for this month and through the middle of June. Some flights have already started, others are about to begin; frequencies depend on the market. Indications are that radio is a likely prospect for the company's fall campaign as well.

Charles Motor Corp.

Agency: *Armstrong, Fenton & Vinson Inc., San Diego*

Product: CHARLES ELECTRIC AUTOMOBILE

Reportedly the first American electric car to enter the market in 10 years, the Charles is expected to make its appearance in September accompanied by the introductory sound of radio. Southern California will be the test market, with distribution planned for a spread first to other western areas and then to national scale by mid-1960. Jack Edwards is account executive; assisting him are John Motley and Bob Graham.

Dannon Milk Products Co.

Agency: *Irwin Zlowe Co., New York*

Product: DANNON YOGURT

Using radio in Philadelphia, Washington, D. C., Baltimore and New York, the firm has launched a test in the latter city over three stations in a special appeal to teenagers. Copy will stress the light touch in "teen" language. If it is successful, Dannon will use the approach in other markets. The company ultimately plans to extend its distribution and advertising to the West Coast.

Ford Motor Co.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: INSTITUTIONAL

(Cont'd on p. 10)

acceptance*

OVER A VAST AND RICH MARKET



WCCO Radio delivers . . .

* **More listeners** than all other Minneapolis-St. Paul stations combined!† 55.8% share of audience!
* **More acceptance** through the vitality of full-size programming that attracts and holds the audience you want to reach.
* **More market** . . . 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. Total service area covers 199 counties extending into North Dakota, Montana, and Upper Michigan.

Call or write for full facts.

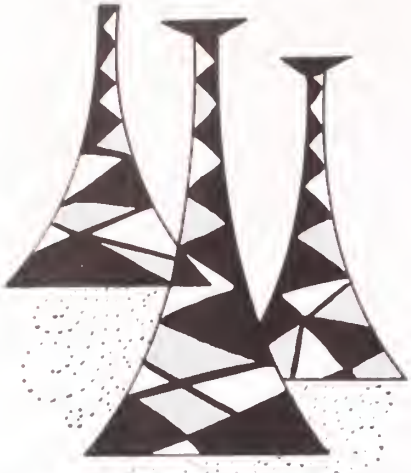
**Nothing sells like acceptance . . .*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

†Nielsen Station Index, January-February, 1959 Station Total, 6:00 AM-Midnight, 7-day week.



KONO RADIO

takes pleasure in announcing the appointment of

THE KATZ AGENCY

as their National Sales Representative Effective May 1, 1959

Serving Greater San Antonio and Southwest Texas Markets

(Cont'd from p. 8)

Hand in glove with Ford's new American Road Shows' program now taking to the highways will be a "heavy" use of local radio, the agency reports. Four traveling displays of cars, trucks and farm equipment will put in 48 nine-day showings from coast to coast, the company reports. Radio support will be scheduled in connection with the exhibits. Louis Kennedy is timebuyer for the account.

Ford Motor Co.

Agency: *J. Walter Thompson Co., New York*

Product: STATION WAGONS

A two-week turn on radio is being used in major markets, with frequencies depending on the market. The schedule started May 4. Allan Sachs is timebuyer.

Granco Products Inc.

Agency: *Robert Whitehill Inc., New York*

Products: STEREO RADIOS, OTHER STEREO EQUIPMENT

Results from the company's sponsorship of two daytime stereo broadcasts a week for 13 weeks starting April 22, over WQXR-AM-FM may determine whether similar programs will be undertaken by Granco in other markets where stereo facilities are available. The firm, which distributes nationally, is tying in its New York *Midday Symphony* with extensive in-store promotions at peak traffic hours by which radio dealers can demonstrate stereophonic reception. Alan Charles is timebuyer.

JFD Electronics Corp.

Agency: *Delphi Advertising Agency, New York*

Product: HI-FI TV ANTENNAS

New to radio six months ago, this firm has had "remarkable" success with the sound medium in Memphis, Southern Florida, New Orleans, Charleston - Huntington, W. Va., and Buffalo, N. Y. This month it expands radio use to Houston, Omaha, Sacramento-Stockton and Asheville, N. C. JFD relies on daytime announcements, one minute or 20 seconds in length. (See *Radio Is a Tv Hero*, p. 37.)

Kelvinator Division, American Motors

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Products: WASHERS AND DRYERS

Air time in selected markets will promote the sale of this laundry equipment. The first one-week campaign will start May 18, the second will start June 8. Both will use 30 or more announcements per market.

Thomas J. Lipton Inc.

Agency: *Young & Rubicam Inc., New York*

Product: TEA

A number of southern markets are on the radio list for this beverage maker, which is launching its eight-week schedule this month and next. Frequencies vary. Timebuyer is Lorraine Ruggiero.

Mini Mart Inc.

Agency: *Frank B. Sawdon Inc., New York*

Product: TOM THUM CONVENIENCE MARKETS

This chain of 12 superette food markets in the St. Petersburg-Tampa, Fla., area is tying its growth to radio. It has just added three radio stations to its line-up, in addition to three new stores. Opened seven days a week, this chain expects to have 25 stores by the end of the year with a corresponding increase in radio.

Stan Syman, executive vice president, is handling the buying.

Ohio Oil Co.

Agency: *N. W. Ayer & Sons Inc., Philadelphia*

On the road with radio, the company is using mostly driving times and weekends to broadcast its sales message via 115 stations in 73 markets in Indiana, Michigan, Kentucky, Ohio, and Illinois. The "saturation" schedule, which started April 6, is expected to continue through November, with a possible hiatus some time in August or September. Arne Ramberg is timebuyer.

Plymouth Division, Chrysler Corp.

Agency: *N. W. Ayer & Sons Inc., Philadelphia*

Product: CARS

In what may be one of the most extensive spot radio promotions in summertime automotive advertising, Plymouth this month is extending for 17 weeks a buy which initially began in early March. Approximately 50 major markets are covered via heavy frequencies which reportedly achieve the saturation level in some areas. Joe Fierro is timebuyer.

Shulton Inc.

Agency: *Wesley Associates Inc., New York*

Product: AEROSOL INSECTICIDE

Aiming to improve the lot of summertime picnickers, the company is going on the air the end of May to advertise insecticides which are sold in aerosol containers. Radio timing is scheduled for a limited number of markets; it will range from five to eight weeks, depending on the market. Joseph Knap handles the buying.

Sun Oil Co.

Agency: *William Esty Co., New York*

Product: SUNOCO

The eastern half of the United States is the target of a radio campaign starting this month and continuing through the summer. A "substantial" schedule of one minute, 20 seconds and chain-break announcements will be used to reach the company's 24-state distribution area. Jim Scanlon is timebuyer.

Tetley Tea Co.

Agency: *Ogilvy, Benson & Mather Inc., New York*

A spot of radio is on the springtime menu for Tetley, which is scheduling time in more than 50 markets east of the Mississippi. The campaign starts May 11 in some areas, will open May 25 in others. Arthur Topol is timebuyer.

Trans World Airlines Inc.

Agency: *Foote, Cone & Belding, New York*

Altering its air time as well as copy to suit the new jet flight it is introducing, TWA is increasing—in some cases more than quintupling—radio schedules in Los Angeles, Chicago, New York and Washington, D. C. The last named city joins the company's "jet level" on May 11 with a joint expansion of radio time and change of copy. Nate Rind is timebuyer.

Ar. Winarick Inc.

Agency: *Kastor, Hilton, Chelsey, Clifford & Atherton Inc., New York*

Product: JERIS HAIR TONIC

Setting the tone via airwaves, this product will conduct a 26-week campaign in 11 markets (primarily in the South and Southwest). The schedule started May 4, includes approximately 10 announcements per week for one station in each market. Beryl Seidenberg is timebuyer.

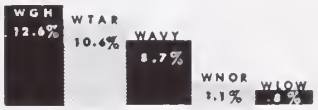
...We wanted to know...
so we asked PULSE to ask the people of Nations 27th Largest Market the following

THE RESULTS:

November 1958 Qualitative Survey of the 22 County Tidewater, Va. Area

Question 1: When you first turn on the radio, is there any particular station you try first?

Answer:



Question 2: Which radio station, if any, do you prefer for music?

Answer:



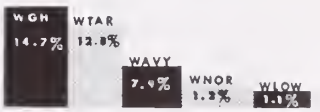
Question 3: Which radio station, if any, do you prefer for news?

Answer:



Question 4: If you heard conflicting accounts of the same story on different radio stations which station would you believe?

Answer:



WGH RADIO
Color Channel 13!
Norfolk - Newport News - Portsmouth and Hampton, Virginia

...ranks 1st during 155 out of 180 rated half hours...

Represented Nationally by JOHN BLAIR & COMPANY



Q: Which of the following words describes each of these radio stations: Friendly? Unfriendly?

A: The special qualitative survey below, prepared by PULSE, is mighty revealing. A rousing majority of Washington, D. C. area residents found us friendly—scored us far higher than any other radio station in the market. And far fewer respondents had *no* reaction at all to WWDC. Q.E.D.—we're known and liked. Q.E.D.—this friendliness will rub off on your product!

	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Friendly	**77.8**	63.1	33.2	50.5	30.0	36.3	49.8	59.9
Unfriendly	**2.4**	2.4	2.2	1.0	.8	3.4	1.2	1.0
Don't Know	**19.8**	34.5	64.6	48.5	69.2	60.3	49.0	39.1

All figures indicate percentages

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



Radio Jingle Highlights NAB Radio Month Material

Radio's engagingly recognizable staple—the jingle—has been pressed into service to highlight the observance of the second annual National Radio Month which is now in high gear.

Jingles are a completely new addition to the promotional efforts of the National Association of Broadcasters on behalf of the radio medium. As far as can be determined at this point in National Radio Month, they are being aired enthusiastically by the 1,900 NAB-member stations which received them. That is as it should be. The jingles are intended as a polished illustration of how really effective the singing commercial can be. In supplementing its other promotion aids for National Radio Month with the jingle series, NAB has put one of radio's most successful sales tools to work for radio.

Meagher Explains Reason Behind Jingle Creation

The idea of incorporating musical spots into the Radio Month observance has been considered for some time, says John F. Meagher, NAB vice president for radio, but until this year budget limitations prohibited the production of such a series. The initial task of setting to music radio's value as a personal service medium was handled by Faillace Productions, New York, producer of over 500 nationally aired commercials.

The 33 r.p.m. record sent only to NAB members contains two series—"You're Always in Tune" and "You *Can* Take it With You." Both titles stem from the month's over-all theme, "Radio . . . Always in Tune With You."

The 'Personal' Touch Gives Stations Variety

To afford individual stations as much flexibility as possible, the one-minute vocal versions also include instrumental background which can be used by the station for a "personalized" spot or for a boost for National Radio Month. In addition, the record contains 30-second vocals and one-minute instrumentals. A vocal sextet and a 12-piece band were used in recording the disc, which was cleared for broadcast for 13 weeks effective May 1.

To continue the emphasis on spot promotion of National Radio Month, NAB included some 30 spot announcements of varied lengths in an extensive promotion kit that was sent to all radio stations in the nation. According to the results of a survey made last year at the conclusion of the first National Radio Month, spot copy proved to be the most valuable inclusion in the kit.

Other Promotion Items That Are Being Used

Eleven separate items were used in the 1958 kit. NAB queried 400 stations on the use they had made of the material, and 98 percent of them found the spots to be the most useable feature. Additional inclusions that stations which were surveyed singled out as particularly useful were a broadcast release (83 percent used it, 17 percent did not), program and promotion ideas (76 percent used them, 24 percent did not) a radio fact sheet stressing the growth and development of radio (70 percent used it, 30 percent did not) and a sample proclamation to be signed by a city's mayor or other local official (59 percent used it, 41 percent did not). All of these items turn up again in the 1959 kit, along with a sample newspaper release, a newspaper mat and a speech text for a broadcaster to use locally.

A WHBF PLUS SIGN • NO. 1



Standing at right is Ted Arnold, WHBF Stations' Sales Manager, a member of the school board, shown in session.

Community leadership by staff people enhances WHBF value—for advertisers

The esteem that WHBF enjoys in its home town community—the Quad-Cities—is deeply rooted. Since 1925 this station has had the advantage of constructive management by community-minded people. In accordance with this philosophy, WHBF has attracted a staff of like quality.

Probably no other organization in the Quad-City area contributes more man hours, on and off the job, to helping and cooperating with every worthwhile project.

The result of such community leadership and participation has accumulated over the years into a tremendous amount of acceptance for WHBF.

This excellent stature, although it cannot be worked into a rate card, is a tangible plus that WHBF advertisers share with us in the Quad-Cities.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF 5,000 WATTS

Covering Western Illinois and Eastern Iowa for 34 years

LETTERS TO

Acceptance

If the number of telephone calls I have received are any indication of U. S. RADIO's wide distribution and acceptance, the *Commercial Clinic* feature is being very well received (see April 1959).

Joe Gans
President
Joe Gans & Co.
New York

To Timebuyers

I sincerely hope that many timebuyers and their clients will read (*Commercial Clinic,* April 1959) because it is a concise statement of the convictions we have been explaining to our clients and sponsors for well over a year. As a good music station, this article is most helpful to us.

Robert K. Lynch
Station Manager
WKTX Atlantic Beach, Fla.

Fm Aid

We wish to express our deep appreciation for the fine story on WBBM-FM in your April issue (see *Report on FM*).

Such recognition by a magazine of the stature of U. S. RADIO is a most valuable aid to any station.

Walter L. Dennis
Assistant Manager
WBBM-FM Chicago

Political Thought

In recent years, it has become evident that (Section 315 of the FCC rules providing equal time for all candidates) has not furthered the full coverage and dissemination of the news, but has served rather as a restrictive influence. The individual radio stations . . . have hesitated to give coverage to a political campaign unless they could provide equal time to all candidates.

Perhaps it would be advisable to have this matter studied by one of the foundations interested in the free dissemination of news, or by groups of citizens composed of representatives of the radio and television industry and the various political parties. This study might consider the possibility of granting equal time to the percentage of votes polled by the political party at the last election for the particular office, while at the same time allowing the station, in its judgment, to provide

a higher percentage of time where it feels that an independent or minor party candidate is making a great impact upon the electorate.

Unless something is done in the immediate future to provide a more realistic interpretation of the FCC regulations, we will be faced with a virtual blackout of political campaigns on public service programs.

Morton B. Lawrence
President
Political Campaign Assoc.
New York

Observing

Enjoy watching the fine progress you're making. Keep up the good work.

Dr. E. L. Deckinger
Vice President in Charge of Media Strategy
Grey Advertising Agency
New York

Sound Story

. . . A hearty cheer for the excellent job (*Commercial Clinic,* March 1959) on sound effects.

The whole March issue was outstanding . . .

Virginia L. Grimes
Director of Public Relations
Geyer, Morey, Madden & Ballard, Inc.
New York

After-Thought

Will you kindly have three reprints of the article *High Spots of Conventions Past* (March 1959) sent me?

I noticed some of these at the NAB Chicago convention, but forgot to pick them up.

Edwin K. Wheeler
General Manager
WWJ Detroit

Fine Style

(*Radio Research,* on Negro radio listening habits, March 1959) was a very excellent article, and incidentally is the finest article I have ever seen from any publication.

Norwood J. Patterson
Executive Director
KSAN San Francisco

Houston's
TOP*
Radio Station
K-NUZ
* PULSE, Jan.-Feb., 1959
NIELSEN, Dec., 1958
Proudly Announces
the Appointment of
THE KATZ AGENCY, INC.
as Representatives
Effective May 1, 1959
New York • Chicago • Detroit
Atlanta • St. Louis • San Francisco
Los Angeles • Dallas
IN HOUSTON, CALL
DAVE MORRIS, JAckson 3-2581

91.9%
OF COLUMBIA HOUSEWIVES
KNOW WIS BEST*

Recent qualitative survey made by the University of South Carolina's Marketing Division showed this remarkable superiority.

Get the whole survey showing results in 14 categories from your PGW Colonel.

*91.9% of the housewives interviewed named WIS FIRST when asked to give call letters of Columbia Stations they could recall.

WIS
COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

the *Silver Mike*





THIS MONTH:

WILLIAM HOFFMANN JR.

Director of Radio
BBDO Inc., New York

His Job Is Promoting Radio to His Agency

"There is a real need in radio today to raise the programming and selling standards of the industry," declares William Hoffmann Jr., director of radio for Batten, Barton,, Durstine & Osborn Inc., New York.

"Anyone who takes a look at the way sales of radio sets have been leaping forward, and another look at radio's captive out-of-home audience, has to come away with the conviction that the sound medium is a potentially great selling tool," Mr. Hoffmann states. "It is up to radio to develop this story for listeners and agency people alike."

Mr. Hoffmann is in a special position to comment on the present assets and liabilities of radio. In his position with BBDO, he is, in effect, a radio specialist in the employ of an agency that is one of radio's biggest customers. It is his job to encourage greater use of the listener's medium to agency and client executives.

Mr. Hoffmann believes that in many cases radio suffers from an overly aggressive approach to selling. "You can't tell a fellow that uses *Life* magazine or buys tv spectaculars that he is less than wise. You *can* show him how radio can keep up the advertising pressure between spectaculars, or how radio can do the over-all job more economically and effectively, backing up the presentation with business-like research."

An example of the kind of selling job Mr. Hoffmann thinks radio can do today is promoting such things as summer radio. "Research shows," he says, "that in the good old summertime, radio is *the prime medium*. More people spend more hours listening to the radio at this time of year than, say, watching television.

"We should also promote the idea that radio reaches people while they are using the products—automobiles, tires, gas, soft drinks, cigarettes, food, naming a few."

Mr. Hoffmann was born in New York City in 1914 and is a 1938 graduate of Princeton University. For the next 10 years he was with NBC in programming and sales capacities. At one point, he was an announcer with NBC International shortwave broadcasts. His tenure at NBC was interrupted from 1942 to 1946 because of war-time service with Armed Forces Radio. From 1948 to 1949, Mr. Hoffmann was with McGraw-Hill as news editor of *Electrical Merchandising*. He joined BBDO in 1950 in tv account service work before assuming his present post.

Mr. Hoffmann is married and lives in Larchmont, N. Y. He has two children—a boy, five, and a girl, one and a half. • • •

the monthly magazine devoted 100% to radio advertising

U. S. RADIO

RADIO

RADIO

RADIO

ALWAYS IN TUNE WITH YOU

RADIO

RADIO

RADIO

RADIO

RADIO

"MAY IS RADIO MONTH"

and the sound medium . . . sounds off!

MAY · 1959
(SUPPLEMENT)

LISTENING POWER *PLUS*

More people listen to WTOP Radio than any other station in the 20 counties which make up the Greater Washington Area. Backing up this Pulse report is an independent survey revealing an astounding plus for these WTOP listeners . . . more than 76% in income groups over $6,000 per year!

wtop radio

WASHINGTON, D. C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WTOP Radio, *Washington, D.C.* **WJXT**, *Channel 4, Jacksonville, Florida* **WTOP-TV**, *Channel 9, Washington, D.C.*



ABOVE ALL...

WGY PUSHES

YOUR PRODUCT BETTER

WGY will push your product better in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, N. Y.

982-10

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

The leopard owes a great deal of his
success to the use of spot,
which increases his flexibility,
among other things.

An ever-increasing number
of advertisers, too,
use national spot as the basis
of **their** successful
campaigns on the marketplace.
No other medium
can be so readily adapted
to special marketing problems,
such as to pinpoint concentration
in "must" markets;
reach specific population segments;
or introduce new products
on a market-by-market basis.

When it comes to **selling** spot,
the unique
Working Partnership concept
of the **H-R** companies is unrivaled.
This is a system in which
such a close rapport
is established between **H-R**
and its stations
that the **H-R** salesmen become,
in effect, the sales right arm
of the stations we represent.

FIRST SUCCESSFUL USER



"We always send a man to do a man's job" **H-R** *Television, Inc. Representatives*

New York · Chicago · San Francisco · Hollywood · Dallas · Detroit · Atlanta · Houston · New Orleans · Des Moines

ALWAYS IN TUNE WITH YOU
RADIO

LOCAL RADIO ADVERTISING

1958 **$370** MILLION

AN INCREASE OF **28%**

1951 **$288.5** MILLION

Local Radio Phenomenon

- **As it works for retailers, distributors**
- **So, too, it can work for national clients**

The growth of radio on the local scene—with both consumer and advertiser—is a phenomenon that is assuming vast proportions.

Actual dollar expenditures for local radio advertising have increased 28.2 percent from 1951 through 1958 ($288.5 million in 1951 to $370 million in 1958).

The link between local advertising and acceptance and national usage is elusive to measure. But it is a fact that national radio salesmen look upon this hometown strength as a basic sales tool.

An illustration—like a picture—is worth a thousand words. The Martin Oil Co. of Chicago, which operates gasoline stations in six midwestern states, is in competition with many national and semi-national brands. It has not been without radio for six years and currently places 60 percent of its budget in the medium 52 weeks of the year. During peak seasons it spends as much as $3,000 a week on radio through its agency, Wright, Campbell & Suitt Inc., Chicago.

What has this meant in sales? Martin declares that in Chicago it now has the highest per station average sales in the market, despite competition from "big" advertisers. Martin has about 100 outlets in Illinois, Indiana, Iowa, Michigan, Wisconsin and Missouri; 40 of the stations are in the Chicago area.

WHO LISTENS?

(In-Home Audience Composition)

Mon.-Fri.	Average no. of listeners per home	men	women	teens	children
7 A.M.	2.1	27%	47%	13%	13%
10 A.M.	1.5	21	67	3	9
5 P.M.	1.9	21	49	14	16
9 P.M.	1.9	31	44	15	10

Source: A. C. Nielsen Co. (November-December 1958)

It is also characteristic of the coffee industry to have local or regional brands outsell national products. And many of the former are loyal local radio customers. Butter Nut Coffee, whose agency is Paxton & Gallagher Inc., Omaha, relies on radio heavily and claims leadership in Omaha with 62.3 percent of the market. The Butter Nut commercial has been heard and admired by many national advertisers.

With coverage more vast than any other vehicle of advertising, 96 percent of American homes own at least one radio set.

To what extent are these sets turned on? Estimates and methods of calculating vary. Pulse reports to U. S. RADIO that the average family listens four and a half hours per day (including out-of-home); Nielsen calculates that the average radio home listens about two hours per day (excluding out-of-home).

When hours of listening are multiplied by the number of radio homes, 49.5 million, and the number of radio sets in working order, 142.6 million, it can be seen that the base of radio's house is not only broad, it is strong.

It is often said that a hero is popular everywhere but at home. If this is true, it is the antithesis of radio today. For the sound medium is clearly gaining ground faster on the local, hometown scene than any other medium, while its national progress has not kept pace.

The reasons for the upshoot in local radio use are many. The most important, and most obvious, is that radio must sell to justify increased outlays. In addition, radio stations have loyal community following. Through programming and activities, they cater to local tastes and interests. Local retailers and distributors are the first to become aware of this local impact and learn to rely on it.

The expansion of news, editorial and "off-air" activities by stations have also enhanced their local position and prestige.

Radio is a medium in transition. Its programming is *primarily* locally-oriented and its dollar support is being provided in the majority by cost-conscious local merchants who justify advertising expenditures by immediate returns per schedule. Significantly, radio's biggest customers locally are selling the goods and services of national clients.

A recent survey by RAB of its member stations shows that at least nine of the top 13 categories of local business on stations are selling the products and services of national brands. Ranked in order (there are some ties), here are the top categories of local business at average station and the percentages they represent (those with national significance are italicized):

New and used cars, 9.7 percent; *supermarkets,* 7 percent; *department stores,* 6 percent; *appliance stores,* 6 percent; furniture stores, 4.8 percent; banks, 4.7 percent; *soft drinks,* 3.4 percent; savings and loan associations, 3.2 percent; religious, 3.2 percent; *gasoline stations,* 2.9 percent; *men's wear stores,* 2.5 percent; *dairy,* 2.4 percent; *drug stores,* 2.3 percent.

With this local complexion, radio is becoming more like newspapers than it is like any other medium. Radio's hometown nature actually had its beginnings in 1952. The year before, in 1951, was the last time that network and spot combined totaled more than local. Using *Printers' Ink* dollar estimates, local in 1951 was 47.6 percent of the total, while national spot and network combined came to 52.4 percent. In 1952, the tables turned. Local was 51.5 percent of the whole, with spot-network amounting to 48.5 percent.

This proportion has increased steadily so that in 1958, local came to 60.1 percent of the total compared with 39.9 percent for network and spot.

Dominant Factor

Similarly, local business for newspapers has been the dominant factor and has always exceeded national sales.

Radio's local viewpoint is recognized by the industry. Ward Quaal, general manager of WGN Chicago, stated in March that by 1970 radio programming would be departmentalized like newspapers—almost a newspaper of the air.

National salesmen — representatives and networks—have also looked upon this local phenomenon as a sales tool to entice national clients into radio, rather than as a deterrent.

Certainly, the chief categories of business from which radio draws its local revenue indicates a strong argument in favor of national use.

The idea that radio is increasing in influence on the local scene—both with the consumer and advertiser alike—has been receiving national acceptance.

Boosting Spot

Representatives, active in boosting the cause of spot radio to national agencies and advertisers, already have created sales tools with this in mind. John Blair & Co., for example, has promoted the concept of "Local Programming," even though it represents many affiliates. Adam Young Inc. has accented "Modern

Radio" which is entirely local in character.

Typical of the very positive industry-wide sales efforts representatives are employing is a plan just under way by H-R Representatives Inc. Coinciding with National Radio Month, H-R has further designated May as Operation Groundswell Month. It recognizes the link between local and national business and the need to sell *all* radio. Under the direction of James Alspaugh, vice president for radio, H-R stations are being urged to "make calls upon representatives of important national advertisers in a station's city: They could be brokers, distributors or regional sales managers.

"On these specific calls, *sell them on the power of radio, not the relative competitive advantages of your station*. Prevail upon them to write letters to their central offices, in New York or otherwise. These letters should express the fact that radio . . . is being short-shrifted in favor of less cost-efficient and effective media."

The reason behind Operation Groundswell, Mr. Alspaugh explains, is simply this: "One of the failings of radio is that, unlike newspapers which have always talked up print advertising, radio has rarely sold and promoted itself as a medium."

For its part of the campaign, H-R salesmen will make special client calls selling the virtues of *radio*. It also is engaging in an extensive promotion and advertising drive, under the supervision of Don Softness, director of promotion.

The stations are specifically asked to do these things:

- Explain the meaning and mission of Operation Groundswell to the staff. Talk up radio. Let each man contribute ideas, techniques and prospects.
- From ideas discussed in such radio brainstorming, have each man prepare a presentation on radio sales points, aimed specifically at each prospect.
- From a master list of contacts, assign a staff man to call on each firm twice—the original call and the follow-through.
- Each local representative should be sold on the idea of writing to the home office and recommending radio. As ammunition, he may draw on the presentation.
- Check to see if the letter was sent.
- Salute each client contact on the air; schedule an open house to give clients an opportunity to view the operation and meet the staff.

Initial Trial

If Operation Groundswell proves successful in its initial trial, Mr. Alspaugh declares, H-R will propose it as an industry-wide movement.

The local character of radio today also has figured in the shaping of networks. NBC Radio's full-scale merchandising plan, Salesvertising, encourages local station participation. This not only includes the distribution of network-prepared merchandising material, but also provides local outlets with the opportunity to sell a local dealer announcements around a national advertiser's buy on the network.

CBS Radio's new Program Consolidation Plan turns over network newscasts for local sale by stations. And ABC Radio and Mutual also have concentrated on news coverage as a means of strengthening the affiliate's local position.

Radio is a medium of vast potentials and even vaster demands. Its growing acceptance as a medium of communications has resulted in a booming of stations and set sales:

- The number of radio stations has skyrocketed from 1,995 (1,621 am, 374 fm) in 1947 to 3,889 (3,318 am, 571 fm) in 1958 (end-of-year estimates).
- The number of radio sets in use has increased from 81 million (excluding car radios) in 1950 to 96 million in 1958.
- Car radios have jumped from 18 million in 1950 to 47 million in 1958.
- Radio set production (including home, clock, portable and auto radios) totaled 11.7 million in 1958 compared with 4.9 million for total tv output.

Although the desirability of the increasing number of radio stations is a disputed matter, the fact remains that more stations going on the air indicates economic justification for private capital. (For further discussion on this, see *Disaster or Development*, p. 44).

The house that radio built has a strong foundation. But there are serious problems in setting the house in order. These matters revolve around basics — programming and

How Many Radio Sets Are in Use?

End of Year	Radio (except auto) (Add 000,000)	Auto Radio
1950	81	18
1951	84	21
1952	87	23
1953	88	25
1954	89	27
1955	91	29
1956	93	32
1957	95	35
1958	96	47

How Many Radio Stations Are Operating?

End of Year	AM	FM	Total
1947	1,621	374	1,995
1948	1,912	750	2,662
1949	2,085	733	2,818
1950	2,232	676	2,908
1951	2,330	637	2,967
1952	2,391	616	3,007
1953	2,521	560	3,081
1954	2,669	552	3,221
1955	2,824	540	3,364
1956	3,008	530	3,538
1957	3,180	537	3,717
1958	3,318	571	3,889

Source: Electronics Industries Association

sales performances by stations.

In the area of programming, national agencies are anxious for more information on programming structures (see *Report from Agencies*, p. 64). It is also true that the basic format of music and news is currently being enlarged upon all across the country. The elements of news, "talk" and audience participation are bringing about a more clearly defined radio picture that is still to be brought home to the agency conference room.

In the area of sales, a basic problem has been the lack of a unified and professional selling effort for the medium. This is especially true on the local front. Radio stations are doing a poor job of training their own salesmen. In a survey by RAB, the following question was asked of members: "What is the last position of the *best* salesman?"

Answers showed that 61.3 percent came from "outside" radio, while 38.7 percent came from former radio jobs. It is interesting that the dominant "outside" category from which radio appears to be drawing its best sales force is retail (representing 22.6 percent of "outside"). Newspaper salesmen were next with 8.1 percent and tv salesmen third with 3.2 percent.

In interviews conducted for RAB with local advertisers, the following questions and answers reveal the problem:

Question: "Who makes the most interesting and informative presentations?"

Answer: Newspapers led with three times the votes received; tv was second with two and a half times the votes radio received; radio was third.

A final point is that more than two thirds of the *leading* local advertisers interviewed see less than two radio presentations a month.

The house that radio has built is strong and continually growing. Advertisers and agencies, locally and nationally, show a mounting interest in finding more effective ways to use radio because of its efficiency.

It is up to the radio industry, locally and nationally, to show advertisers not only how they can use radio, but how they can use more of it. Armed with the information of what radio means locally to the listener and advertiser, radio should be expected to make the upward transition nationally. The goal for 1959, as voiced by RAB, is to increase total radio use 10 percent. •••

RADIO PRODUCTION

Add 000

Year	Home	Clock	Portable	Auto	Total
1922	100				100
1923	500				500
1924	1,500				1,500
1925	2,000				2,000
1926	1,750				1,750
1927	2,350				2,350
1928	3,250				3,250
1929	4,428				4,428
1930	3,755			34	3,789
1931	3,484			110	3,594
1932	2,301			145	2,446
1933	3,432			725	4,157
1934	3,699			780	4,479
1935	4,840			1,190	6,030
1936	6,849			1,400	8,249
1937	6,193			1,890	8,083
1938	6,342			800	7,142
1939	8,547		616	1,600	10,763
1940	8,482		1,219	2,130	11,831
1941	9,470		1,572	2,600	13,642
1942*	3,374		573	360	4,307
1943					
1946	13,276		1,069	1,610	15,955
1947	14,083		2,458	3,459	20,000
1948	9,630		2,630	4,240	16,500
1949	5,961		1,843	3,596	11,400
1950	7,053		1,675	4,740	13,468
1951	5,275	777	1,333	4,543	11,928
1952	3,539	1,929	1,720	3,243	10,431
1953	3,886	2,041	1,742	5,183	12,852
1954	2,696	1,875	1,333	4,124	10,028
1955	2,998	2,244	2,027	6,864	14,133
1956	3,037	2,311	3,113	5.057	13,518
1957	3,228	2,516	3,265	5,496	14,505
1958	2,621	2,038	3,373	3,715	11,747

RADIO RETAIL SALES

Add 000

Home	Clock	Portable
100		
250		
1,500		
2,000		
1,750		
2,350		
3,281		
4,435		
3,793		
3,312		
2,477		
3,082		
3,304		
4,375		
6,746		
6,631		
5,823		
8,900		600
8,900		1,100
9,650		1,450
3,400		700
589		130
12,113		939
14,972		2,388
10,325		2,585
5,127		1,799
7,818		1,593
5,358	727	1,200
4,394	1,666	1,528
3,309	1,714	1,503
2,701	1,897	1,449
2,659	2,035	1,879
3,007	2,223	2,683
3,193	2,439	3,205
2,669	2,205	3,115

* Civilian production terminated April 1942.



INITIATIVE

...the quality that always seeks new and better ways.

In serving our clients we prefer to use our initiative...give that extra measure of performance that makes their job easier, more productive.

We call it creative selling. It makes friends...as well as sales.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



"Best Media Promotion"

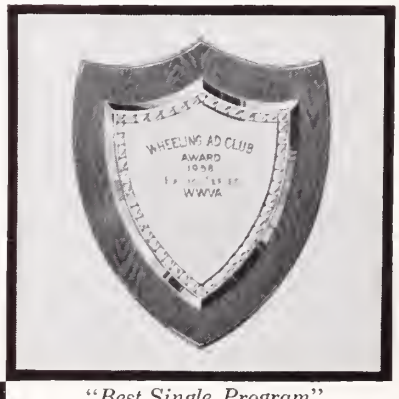
"Best Transportation Advertising"





"Best Program Series"

Speaking of A



"Best Single Program"



"Best Live Local Program"

"Best Spot Announcement Series"



"Best Direct Mail"



PAUL MILLER
Managing Director



Awards . . .

When the Wheeling Advertising Club recently presented WWVA Radio with *seven awards* for outstanding programming, advertising, and promotion (a record number) . . . we were frankly pretty proud.

Because this cherished honor reflects tremendous recognition in the community, it indicates one reason why WWVA is <u>first</u> *in every time period from 6 A.M. to midnight, 7 days a week,* in 46 surrounding counties, and dominates the vital half of the $6,000,000,000 Pittsburgh Tri-State Market that other media don't effectively cover. It shows, too, that Storer stations consider it important to be *local stations,* as well as being known throughout the nation.

"Famous on the local scene"

WWVA

Only fulltime **CBS** Network Station in
PITTSBURGH - WHEELING AREA

epresented by
John Blair

STORER BROADCASTING COMPANY

Storer Radio

WWVA	WJW	WJBK	WIBG	WSPD	WGBS
Wheeling	Cleveland	Detroit	Philadelphia	Toledo	Miami

ALWAYS IN TUNE WITH YOU
RADIO

Cracking Iced

Pan American Coffee Bureau takes summertime swim in radio for special hot weather campaign. Special features: Radio gets whole budget, merchandising aid tied in with outdoor eating theme

A two-pronged summer advertising effort by the Pan American Coffee Bureau, with an outlay of $120,000, is being tossed at radio for the first time on a major basis. The product is iced coffee. The twin objectives: Increased sales and an educational awareness on the proper method of preparation.

To enhance sales, the bureau and its agency, Batten, Barton, Durstine & Osborn Inc., New York, have designed a radio effort that reportedly will reach 50 million people a week. The educational job is expected to be accomplished by a full-scale merchandising effort that will complement the radio buy, plus "editorial support" in the form of an "outdoor eating" promotion.

"Think of iced coffee first!" This is the directive which—as the tag on a 30-second jingle—is scheduled to reach American ears for the first time starting June 1. It's a well-tuned command, however, for the Pan American Coffee Bureau, its agency, BBDO, and NBC Radio. The three have been thinking of iced coffee first for many months as together they planned the bureau's largest summer radio splash.

The coffee campaign, which will use radio exclusively for the first time in the bureau's 23-year history,

Tea & Coffee: Partners in Summer Radio

Tea and coffee—two of America's favorite and most competitive beverages—have at least one thing in common now that the mercury is rising: Both are using solely radio for summer promotion.

Their uses illustrate the flexibility of radio use. As explained in *Putting Heat on Iced Tea Sales* (U. S. RADIO, April 1959), the Tea Council of the U.S. A. Inc. is using spot, while the Pan American Coffee Bureau (see adjacent story) is using network.

Through Leo Burnett Co., Chicago, the Tea Council is spending more than $500,000 in a saturation campaign in 29 major markets using nearly 100 stations.

The coffee buy, through BBDO Inc., New York, will blanket the country using approximately 160 stations of the NBC Radio network.

Both beverages show indications of doing similar homework. Each one has built its buy around afternoon times. The Tea Council concentrating its announcements between 3:30 and 6:30 p.m. The Pan American Coffee Bureau purchasing afternoon shows.

As explained to U. S. RADIO by Robert Smallwood, chairman of the board of the Tea Council, "The job of Tea Council advertising for iced tea is to get more people to prepare and serve it more often. We believe the way the council has used spot radio these past few years has made an important impression on the public and helped to achieve that objective."

The council is an old radio customer. The Pan American Coffee Bureau is practically brand new to the medium.

Coffee Sales

$120,000
TO SUMMER RADIO



will run for two months over a minimum of 160 NBC stations and affiliates. It will involve approximately 25 spots seven days per week. James Orgill, Pan American's advertising manager, declares that this budget is the largest ever allotted to radio by the bureau, which has substantially employed the medium only twice before.

The Coffee Bureau, an association of Latin American growers, has been promoting the consumption of coffee in this country since the late 1930's, but swung almost all its budget to hot coffee until four years ago.

In turning to radio for its largest iced coffee effort to date, Mr. Orgill is counting on the impact of the medium's frequency and repetition to lift iced coffee consumption out of the doldrums.

"Although hot coffee is America's national beverage, its iced counterpart has long been out-distanced by iced tea and the bottled soft drinks. In our opinion, the main reason for this split personality on the part of the public—drinking hot coffee but not the iced variety—is the lack of widespread knowledge about how to prepare a good glass of iced coffee."

With the 30-second jingle acting as a sales stimulant for iced coffee, Mr. Orgill expects that the educational message about its preparation will be successfully transmitted through the "editorial support" which will be provided by NBC.

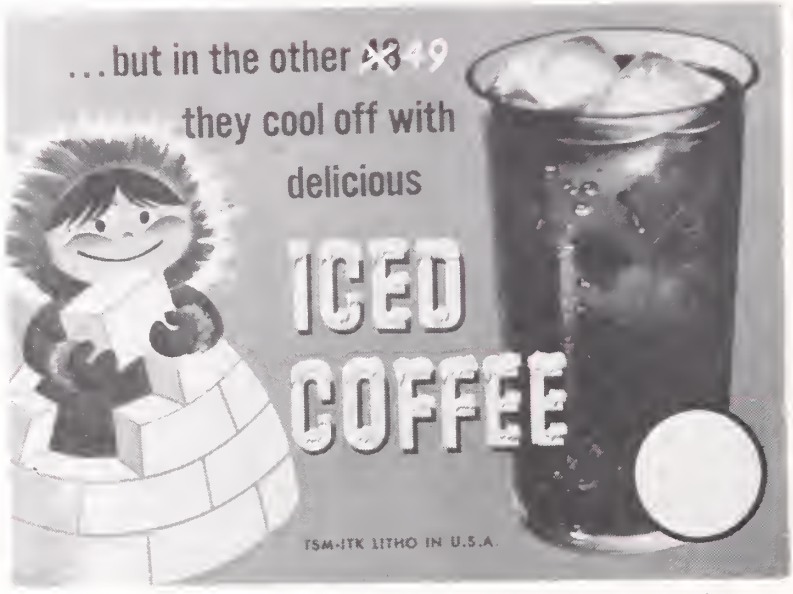
According to George Graham, NBC Radio vice president in charge of sales planning, the network in-



tends to extend its full merchandising and editorial facilities to the iced coffee campaign. This will be in addition to the estimated 50 million daytime impressions generated by the jingle each week on the following programs: *My True Story*, *Monitor* and two new shows which made their debut on April 27. The latter are a dramatic show, *NBC Radio Theater*, and a musical variety program, *It's Network Time*, airing from 11:05 a. m. until 12 noon and from two p. m. to four p. m., respectively.

To buttress this basic campaign, both on and off the air. On the air, the beverage will be included in announcements made for network use by NBC personalities promoting it as an integral part of summertime outdoor eating. In the promotion kit mailed to local stations, a record will be included containing messages on how to put more fun into outdoor eating. These spots, to be played at will by the stations, will include plugs for iced coffee.

Off the air, NBC will distribute for the coffee bureau material such as shelf talkers, window streamers, history-of-coffee fact sheets and con-



One of the Coffee Bureau's promotion pieces for point-of-coffee sale.

the network plans to feature iced coffee prominently in its second annual Outdoor Eating promotion. This effort, which proved successful in its experimental stage last year, is designed, Mr. Graham declares, to make local and national radio of greater service to food advertisers, to help NBC affiliates obtain more local food advertising and to put the network in closer contact with summer food clients.

Within this framework, iced coffee will be promoted in several ways test suggestions involving the use of coffee. This material, supplied by Pan American, will go to stations which will use it in courting local supermarket and food store business.

"This arrangement will benefit the retail stores as well as the coffee bureau and the station," says Mr. Graham, "because otherwise most of them would have to order similar material themselves."

The subject of preparing a good glass of iced coffee, so dear to the bureau's heart, will be tied in with NBC's outdoor eating campaign wherever feasible, and will also be given separate treatment on the air.

This will take the form of spots by personalities Skitch Henderson, Bob and Ray, Fibber McGee and Molly, Frank Blair, Don Russell and the rotating stars on the NBC Radio Theater.

According to Mr. Orgill, there are at least four ways to make tasteful iced coffee and all of these will be aired. In addition, NBC will add a plug for hot coffee through vignettes and interviews about the various ways the beverage is served in foreign countries.

A typical example of the helpful hints to be given about iced coffee preparation is a tip to the housewife to freeze her left-over breakfast coffee into coffee cubes in the ice tray. Then, when she prepares the iced drink for dinner, she will be instructed to cool it with the frozen coffee cubes. In this manner, the melting cubes will strengthen rather than dilute the beverage as ordinary ice does.

Fullest Use

This type of extensive editorial and merchandising campaign to supplement the radio buy is geared to make the fullest use of all of the sound medium's facilities. According to Stanley Bogan, BBDO account supervisor, "We don't want to leave any stone unturned in utilizing radio's powers of frequency and repetition.

"We feel that summertime radio is a particularly effective buy for iced coffee, a summertime product, in view of the medium's out-of-home reach. We are concerned not only with the housewife at home, but also with men and women with portables at the beach and in or near restaurants which sell iced coffee."

The messages these people hear will be uniform—as far as the spot campaign goes—for the entire two months to take full advantage of radio's repetition factor. With music by BBDO's Ben Allen and Joe Hornsby and words by Hal Longman, the brand new jingle reads:

Pour some more iced
coffee

(Continued on p. 32)



Serving all Chicagoland!

WGN-Radio's 'copter service gets flood of favorable comments!

WGN-Radio scored a Chicago "first" several months ago with evening rush hour traffic and news bulletins beamed from a helicopter by Chicago police officer Leonard Baldy. Recently when this service was expanded to the morning hours, the flood of approving comments by phone, wire and letter proved that the program had built a sizeable audience of loyal WGN-Radio listeners.

"Thank you for your kindly tip on traffic the other night. I saved a half an hour on the outer drive thanks to your advice." *Mr. D. J. Freeze, 7621 Wilsham Ave., Chicago 31, Ill.*

"... and Officer L. Baldy, is cutting down on accidents —believe me! And it's the best guide for all on the road. Thanks for the swell service."
Harry J. Axal, 6243 S. Ashland Ave., Chicago, Ill.

"... I'd like to express my appreciation for afternoon and early evening broadcasts covering the traffic movements in and around the Chicago area from a helicopter. Keep up with the good work."
Mr. Floyd N. Gatrell, 406 Morgan Blvd., Valparaiso, Ind.

"... tell Officer Baldy I am most grateful for the fine service rendered by the Chicago Police Department."
Genevieve Austin, C. S., 16918 S. Wood St., Hazel Crest, Ill.

"... the traffic reports are terrific and more cities should adopt this same technique."
Mrs. W. F. Gruning, Jr., 3718 N. 92nd St., Milwaukee, Wis.

In providing this valuable service to the people of Chicagoland, WGN-Radio and the Chicago Police Department have the full cooperation of the Traffic Communications Center of Chicago's Department of Streets and Sanitation; the Citizens Traffic Safety Board; the National Safety Council and The Chicago Motor Club.

This type of programming is just one reason why WGN-Radio delivers loyal audiences for advertisers who want to *sell* all Chicagoland.

WGN RADIO QUALITY INTEGRITY TELEVISION

WGN-RADIO

THE GREATEST SOUND IN RADIO
441 North Michigan Avenue • Chicago 11, Illinois



(Continued from p. 30)

```
Pour some more iced
  coffee
Iced coffee perks you up
  as quick as a wink
So cooling and refresh-
  ing, the perfect summer
  drink
Iced coffee really satis-
  fies your thirst
For refreshment at its
  best think of iced
  coffee first!
```

"In view of the size of our selling problem," Mr. Orgill states, "we believe a single arrangement and single set of lyrics suits our purpose best. Variety and depth of treatment will be obtained through the diversified editorial approaches."



James Orgill, Adv. Mgr., Coffee Bureau



George Graham, Vice President, NBC Radio

The entire problem of promoting coffee consumption—both hot and iced—at the present time in this country also reflects the need for considerable variety and depth of treatment because the coffee bureau's headaches are big ones, according to Mr. Orgill.

"Five years ago a coffee shortage was created when a major frost killed millions of trees. Coffee growers began planting new trees to overcome this shortage. These trees are maturing now and are creating a surplus.

"Add to this the fact that during this shortage housewives got into the habit of diluting their coffee; that is, using less coffee per potful. This habit has persisted, and while the coffee is bad by comparison, people have become used to drinking it weaker. As a result, coffee consumption has suffered."

Mr. Orgill explains that by "suffering" he means consumption has not quite kept pace with population growth, trailing it by approximately one percent. On a per cup or per pound basis, consumption is up but is not "where we would like it to be."

In 1950, he says, the average number of cups brewed per pound was 42, and now it is 64. As a result, the bureau's biggest problem is not in converting more people to coffee, but in getting them to make it stronger.

Bearing this in mind, the following statistical increase in cups consumed does not reflect a proportionate increase in pounds sold. In 1950, Mr. Orgill says, 285 million cups were consumed on a typical winter's day. In 1958, this figure had risen to 380 million cups per winter's day.

Another statistical stumbling block for the coffee bureau is that it is difficult to measure iced coffee consumption. "In the summer so many pounds of coffee are sold, but how do you tell how much of it goes into iced coffee and how much into hot?

"Last summer, for example, coffee sales went up significantly, but we don't know whether it was due to the relatively cold weather last year or whether people suddenly developed a yen for iced coffee." One bright spot in the coffee picture in general and the iced coffee picture in particular, Mr. Orgill says, is the increasing popularity and improved quality of instant coffee. "Instant coffee which for so long was a stepsister to the 'real' thing both in quality and public acceptance is now coming into its own.

"We still have our problems regarding the proper amount used per cup, but it is so easy to make iced coffee with the instant product that we fully expect people who thought it was too much trouble to brew good iced coffee before to make it now with instant."

Instant Iced

Instant iced coffee will, of course, receive its full share of the spotlight during this summer's radio campaign, Mr. Orgill says.

In addition to the sound medium's high flexibility and frequency rating, which permits it to reflect so many different facets of the bureau's advertising strategy, Mr. Orgill is also appreciative of the medium's economy.

The bureau's budget, he says, has been held at the same level of assessment for many years. "We are allotted 10 cents per bag of coffee entering the U. S. and Canada yearly. While there's no denying this to be a goodly sum, it has not allowed for inflation or the increasing activities of our competitors.

"In addition, the importation of African coffee, which is becoming a factor to be reckoned with, tends to reduce the total bags entering North America from our members." (The bureau has members in Brazil; Colombia; Costa Rica; Cuba; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico, and Venezuela.)

As a result, the coffee bureau considers radio the medium most likely to stretch its ad budget furthest. •••



the merry radio month of May

. . . with music designed for repeated listening

SESAC RECORDINGS

. . . the new smartly-albumed SESAC Library now on 12" Long-Playing discs . . . with effective program aids.

repertory recordings

. . . a 45 RPM Extended-Play service distributed by SESAC, ***FREE*** to the broadcasting industry.

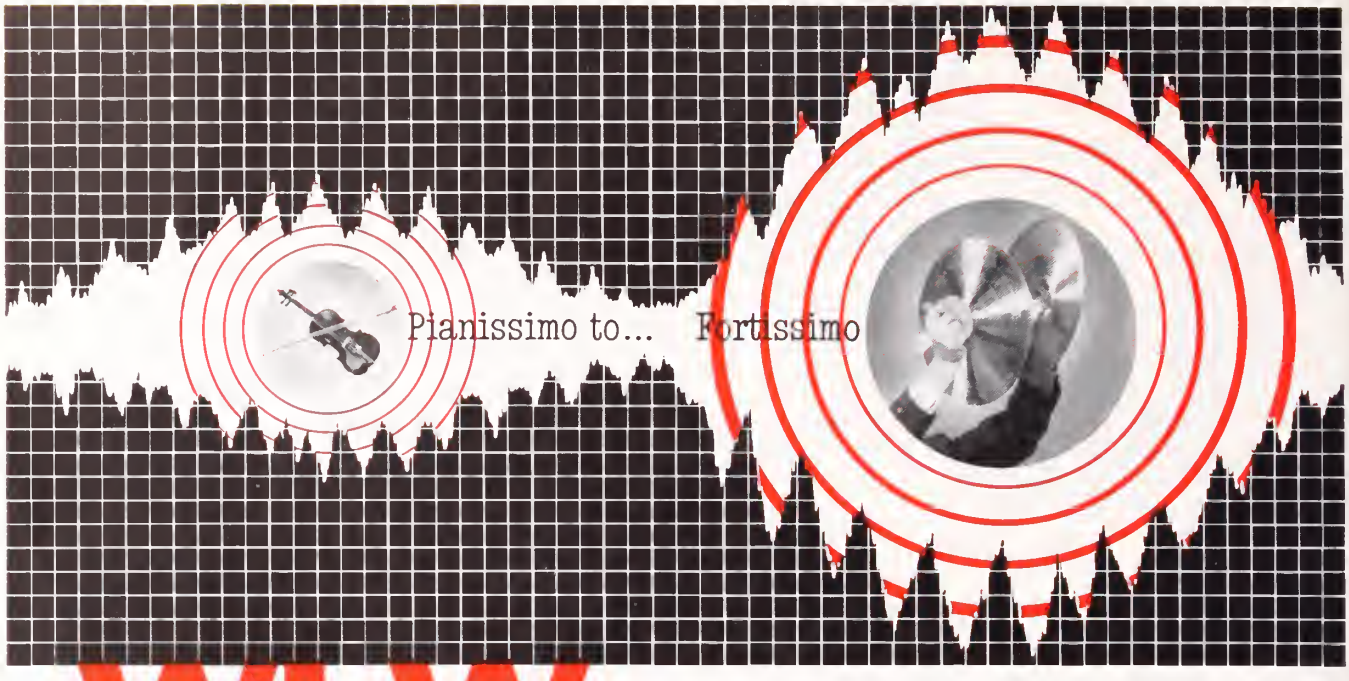
The SESAC COPYRIGHTED REPERTORY

. . . vast catalogs of musical and dramatico-musical works with twenty-eight years of distinguished usage by the broadcasting industry.

SESAC INC.

THE BEST MUSIC SESAC IN AMERICA

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.



WLW Acclaimed.....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station – according to Frank H. McIntosh Laboratory, Binghamton, N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time – check these figures below ... and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!)
WITH WORLD'S HIGHEST FIDELITY

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION..... PER WEEK.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.





RCA THESAURUS TURNS TIME INTO PROFITS FOR YOU

Here are just a few examples of the way RCA THESAURUS COMMERCIAL LIBRARY FEATURES build bigger profits for radio stations throughout the country:

"We billed $12,500 in 13 weeks with SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . 39 participating sponsors delighted . . . a great campaign." **Dale Woods, Manager, KUEN, Wenatchee, Washington**

"Sold SUPERMARKET CAMPAIGN, 9,464 spots on firm year contract to Stater Bros. markets . . . terrific sales results for sponsor. Nearly all of 100 new accounts sold in past few months were closed by using Thesaurus jingles." **Joe Klaas, Sales Manager, KITO, San Bernardino, California**

"Piggly Wiggly stores bought 52-week, 42 spots weekly schedule SUPERMARKET RADIO CAMPAIGN . . . 2,184 spots annually . . . we're charging a premium fee." **H. G. Parise, Manager, WMFG, Hibbing, Minnesota**

"1,000 SUPERMARKET CAMPAIGN JINGLES sold to Peerson Bros. Shopping Center... Superior Federal Savings bought 365 spots. DATELINES AND SELL-LINES SALES BOOSTERS." **James Fesperman, Commercial Manager, KSFA, Fort Smith, Arkansas**

"Sold DEPARTMENT STORE CAMPAIGN to Sears Roebuck, 50 announcements weekly, 52 weeks." Sponsor very satisfied! Just this one account pays for Thesaurus. The many other jingles that are sold are bringing us accounts that we never have been able to sell." **D. Pebbles, Commercial Manager, KDBS, Alexandria, La.**

"Sold England Brothers 1,000 spots, 52 weeks DEPARTMENT STORE CAMPAIGN . . . charging a premium fee! Jingles sold the sponsor, who kept humming them all the way through the tape demo—very pleased!" **Paul Edwards, Program Director, WBEC, Pittsfield, Massachusetts**

"Two SALES BOOSTER CAMPAIGNS sold on 2 calls! "What's the Meaning of This Name?" to savings and loan. "Little Known Facts" to furniture store. $3,300 new revenue in first two weeks with Thesaurus." **Robert Z. Morrison, Jr., Sales Manager, WKBH, La Crosse, Wisconsin**

"Sold 1,800 announcements to Royal Crown Cola Bottling with Thesaurus SOFT DRINK JINGLE . . . sponsor pleased . . . so are we." **Ed Morgan, Manager, WETU, Wetumpka, Alabama**

"Thesaurus LUMBER JINGLE increased account $1,700 a year." **Hank Behre, Commercial Manager, WMTR, Morristown, New Jersey**

RCA THESAURUS can do as much for you, and more! Wait till you hear about the many other sure-selling COMMERCIAL LIBRARY FEATURES we haven't even mentioned. Unsold time means lost income for you, so don't let another minute slip by. Call your nearest RCA THESAURUS representative now, and get the full low-cost high-profit story!

RCA RECORDED PROGRAM SERVICES

155 EAST 24th STREET, NEW YORK 10, N. Y., MURRAY HILL 9-7200
445 N. LAKE SHORE DRIVE, CHICAGO 11, ILL., WHITEHALL 4-3530
1121 RHODES-HAVERTY BLDG., ATLANTA, GA., JACKSON 4-7703
7901 EMPIRE FREEWAY, DALLAS 35, TEXAS, FLEETWOOD 2-3911
1016 N. SYCAMORE AVE., HOLLYWOOD 38, CAL., OLDFIELD 4-1660
800 SEVENTEENTH AVE. SO., NASHVILLE, TENN., ALPINE 5-6691

MORE NATIONAL ACCOUNTS

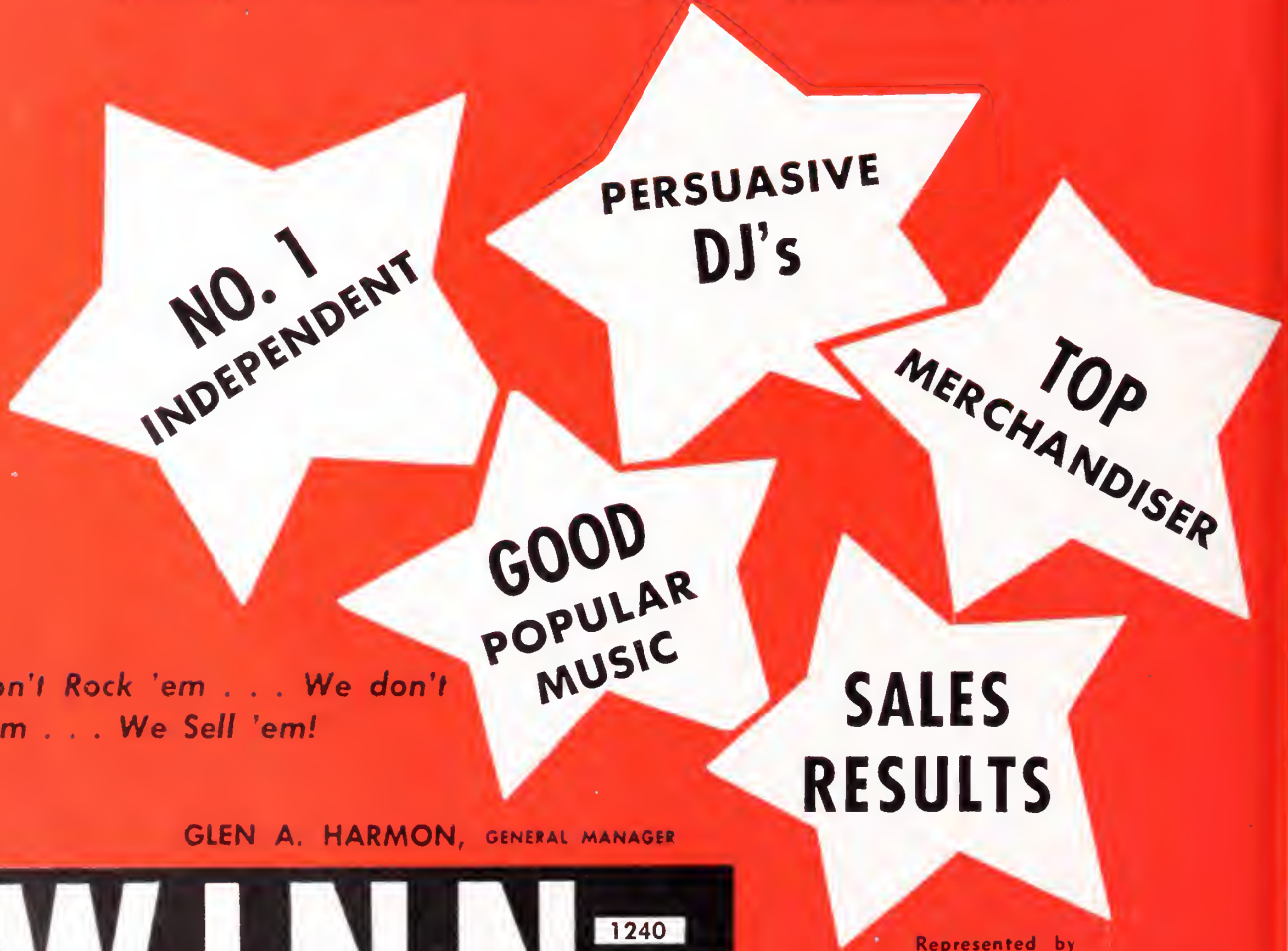
WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND

WINN HAS FIVE-STAR REASONS:



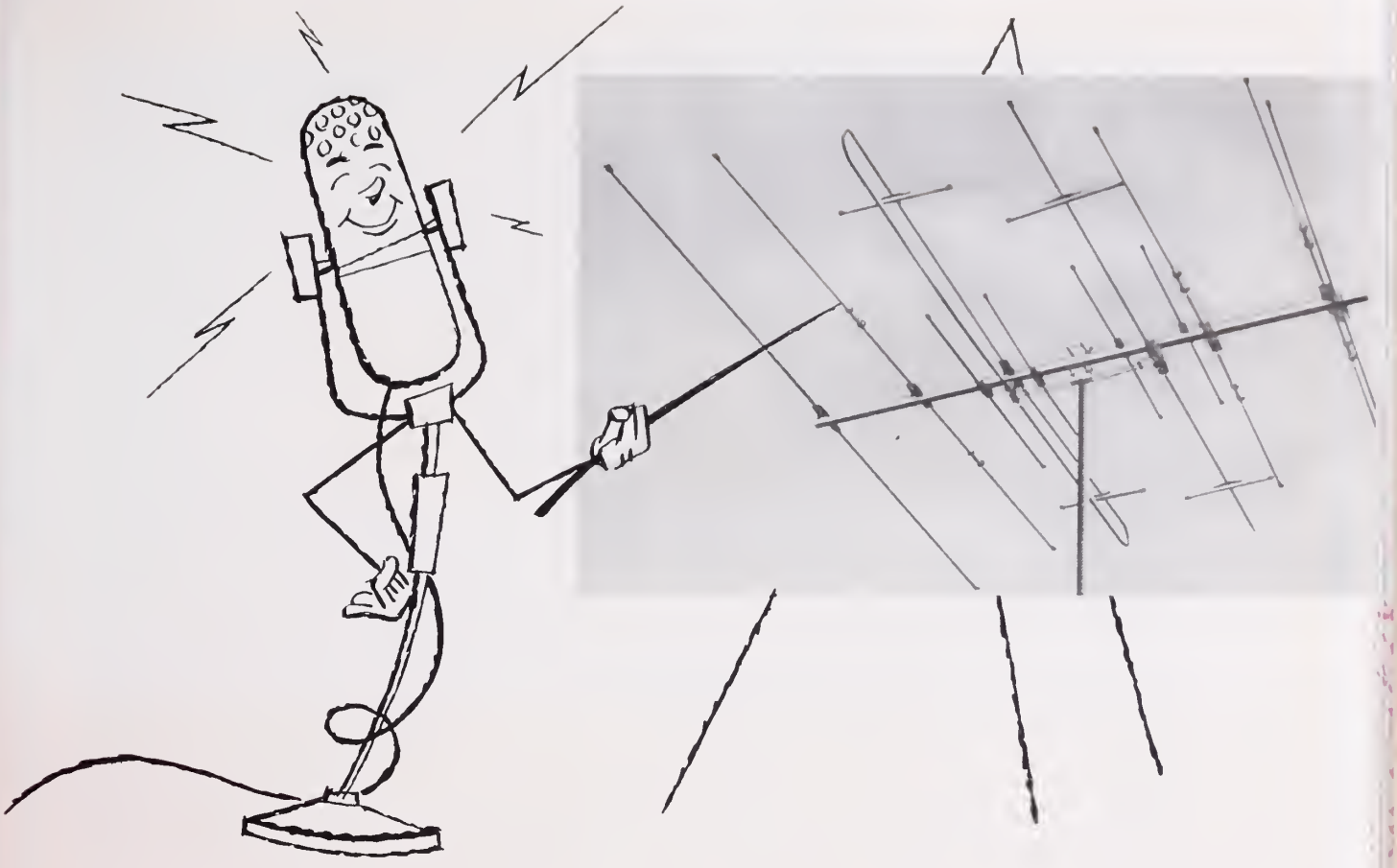
We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by
AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



Radio Is a Tv Hero

Tv set antenna maker, new to radio advertising until six months ago, has 'remarkable' results with sound medium. Stated reason: Catches man or woman of family at favorable time for shopping

Guess who's the "hero" in a television equipment sales campaign currently being staged in a score of markets throughout the country?

Radio.

The elder brother in broadcasting is proving to be video's most effective champion for reaching families in specific areas who are plagued with ghost-ridden television screens, according to the JFD Electronics Corp. which claims to be one of the nation's largest manufacturers of television antennas.

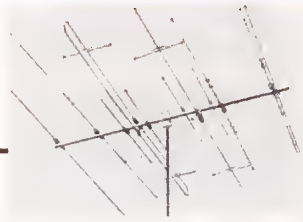
The 30-year-old company, of Brooklyn, N. Y., tried its first sample of radio six months ago in Memphis, Tenn., says Edward Finkel, vice president in charges of sales.

Initially, JFD reportedly allotted only $20,000 of its total advertising budget to the listener's medium, but indications are that the figure will continue to climb at a fast clip.

Sales in some areas have now multiplied from three to six times following the introduction of advertising via the senior broadcast medium, he notes.

"We have had remarkable results with radio for our new Hi-Fi antenna," Mr. Finkel declares. "In Memphis, the first market, sales at first were averaging 2,000 for a three-month period. Then we went on the air—and sold 6,000 antennas in the next three months."

In another area, the executive



points out, his firm went into the market with 250 Hi-Fi's plus a planned radio campaign; within two months dealers had reordered more than 1,500 of the new antennas.

This month JFD is expanding its markets and radio campaigns to include Asheville, N. C.; Houston, Tex.; Omaha, Neb., and the Sacramento-Stockton area of California. Until now, its air time, using a pattern of 2 to 12 musical announcements a day, has been concentrated in such markets as Memphis; New Orleans; Charleston-Huntington, W. Va.; Southern Florida, and Buffalo, N. Y. Delphi Advertising Inc., Brooklyn, N. Y., is the agency handling the JFD account.

"Our advertising problem," explains James Sarayiotes, agency executive, "is a double-headed one: How to reach the television viewer whose set is playing host to 'ghosts,' 'snow' and other annoying interference, and then to convince him that a new antenna could clear up the picture.

"Radio is proving to be the answer we need."

Reason for its effectiveness in reaching the audience of a "rival" medium can be explained in large part, he believes, by the fact that the radio periods JFD buys generally catch the viewer in the most favorable conditions for selling him this kind of equipment.

"The man of the family may hear our announcement while he's eating breakfast or driving to or from work, and make a note to get a new antenna that very day," Mr. Sarayiotes points out. "The housewife may hear it while she's making up the family shopping list. Thus, we tell the prospective buyer about our product when he's in a 'position' to buy—not settled down before his television screen to see a favorite program, and witness instead to a flurry of interference that disrupts his pleasure."

The Hi-Fi, Mr. Finkel says, is a new kind of antenna which is custom-engineered for specific regions of the country regarded as "fringe reception" areas—that is, subject to such problems as difficult terrain, or an overlap of stations on the same channel within a radius of several hundred miles. Its signal-gathering strength is "peaked" for the two, three or four channels that operate locally (generally this is the maximum number in use in communities other than such major cities as New York).

"Conventional antennas," he adds, "are designed for the best average reception on all channels from 2 to 13, and therefore do not offer the best service for the channels actually used in a given locality."

Potential Sales

Initial print and tv introduction of the new antenna by JFD (a company which had never considered radio advertising until six months ago) met with moderate success, Mr. Finkel reports, but "we knew there were a lot more potential sales than we were making." At the suggestion of William Grumbles, general manager of WHBQ-AM-TV Memphis, the firm decided to give radio a try. WHBQ's radio affiliate was the first station used.

"Results were so satisfying that we are now basing a major portion of our consumer advertising in this medium in each of our market areas," the sales vice president goes on to explain. JFD, which makes television and guided missile components as well as tv antennas, heretofore has relied primarily on newspaper and trade publication advertising, using a total budget estimated by U. S. RADIO to be in the neighborhood of $200,000.

Consumer business and the advertising budget are both expected to climb considerably in the near future, the company says, noting that in the past six months 50 television stations have asked for technical help in solving home-reception problems in their areas. "Our engineering department has had to establish a priority list in designing and building prototype Hi-Fi antennas for each one," Mr. Finkel says.

The company credits Mr. Grumbles of WHBQ with having sparked

In the Mood to Buy

Six months go JFD Electronics Corp. of Brooklyn, N. Y., swung into *radio* advertising for the first time in its 30-year history. The switch was in accordance with well-reasoned plans for reaching the *television* viewer.

The plans, designed to sell JFD's new Hi-Fi tv antennas, were based on these facts:

- **The televiewer with antenna problems should be more accessible to a radio announcement because his tv reception is poor.**
- **The time to catch a potential buyer is before he's settled down to watch his home screen, e.g., the man of the family, while he's driving to or from work; the woman of the household, while she's doing her "to the tune of the radio" chores including making up a shopping list.**
- **The flexibility and economy of radio are particularly suitable for an advertiser concentrating in specific regions and operating on a limited budget.**

Using a radio formula, JFD has increased its Hi-Fi tv antenna sales from three to six times in such markets as Memphis, Tenn., and Southern Florida, the company reports.



Promotion material for Hi-Fi tv antenna is examined by (l to r): Mort Leslie, JFD assistant sales manager, and Ed Finkel, sales vice president.

two innovations by the company: The experimentation that produced the new antenna, and JFD's entry into radio advertising.

"He first brought to our attention the fact that various television stations were receiving complaints from viewers, who blamed poor reception on the station," Mr. Finkel recalls. "Station engineers, however, knew that their signals were giving optimum coverage. When Mr. Grumbles alerted us to this situation, we undertook to find out what *was* causing the interference.

"We found that not only did local conditions affect reception, but so did viewers' lack of understanding that antennas and sets require periodic checks much the same as do automobiles to keep functioning efficiently. There are some 25 million outdoor antennas in the United States today, and they are replaced at a snail's pace although tests show that they lose 50 percent of their effectiveness in about two years.

"Our Hi-Fi antenna was our answer to the first cause of poor reception; an educational advertising campaign to acquaint people with the need to replace antennas periodically was our answer to the second."

"And to broadcast the 'answers,'" Mr. Finkel points out, "Mr. Grumbles steered the company into radio as the suitable medium to carry its message."

Making up a prototype is part of JFD's procedure for developing "custom-cut" antennas for a given region, he explains. The working model is field tested by a local television engineer before production is started for that area.

This fact is emphasized in JFD's commercials, which the company considers "semi-public service in nature."

A sample 55-second announcement opens with a burst of "ghoulish" laughter followed by this jingle:

> Is there a ghost on your
> television screen?
> Well, your old antenna
> might be the villain.
> Chase away the ghosts
> With a Hi-Fi tv antenna.

The spoken portion continues in these words:

> If the villain in the picture on your television set is a ghost, don't worry--because help is here. Replace your old antenna with a new high fidelity antenna, Hi-Fi for short, which gets rid of ghosts and all other interference. You see, the JFD Hi-Fi tv antenna was designed in cooperation with local station engineers especially for viewers in this area. For a crystal-clear tv picture on all local channels, get yours now.

The spot winds up with a concluding jingle:

> Now you can see
> Hi-Fi tv
> With the new JFD
> Hi-Fi tv antenna. • • •

Brewers



There's more radio in your beer these days and it hasn't hurt the taste at all.

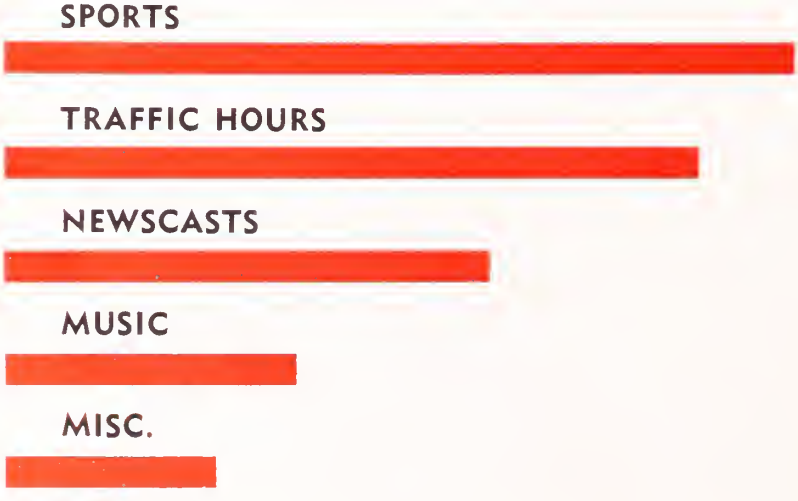
Radio is being relied upon by most of the 232 breweries to sell and serve their beers every day of the year.

Results of a U. S. RADIO survey on the use that local and regional breweries make of radio show that the medium is being used for beer advertising all year round in almost as many instances as it is used for seasonal promotion. While the heaviest segment of beer advertising on radio is done during the summer months, the fact is that beer on radio has become a "52 week a year drink."

A report from WBBM Chicago, for example, states that "season makes little difference. Beers are always heavy on WBBM. The station salesmen say that they are easier to sell than most accounts," declares John Rogers, assistant sales promotion manager.

According to The Brewers Foundation, New York, advertising figures of all media are not complete for 1957 and 1958. The last time all media were fully measured was in 1956, when the top 10 brewers in

Brewer Radio Preference



and Radio:

52-Week Partners

Brewers make transition from strictly seasonal use to yearly promotion, with extra emphasis on certain months of the year

sales spent $43,675,000 to publicize beer through radio, tv, magazines, newspapers and outdoor campaigns. The largest segment of this—$17,531,000—was spent on radio and tv combined.

Radio was last measured separately as a beer advertising medium in 1954, according to a book published in 1958, *American Brewing Industry and the Beer Market*. Radio, in 1954, was responsible for 20 percent of all beer advertising. Despite the increased popularity of tv for brewery advertising, expenditures for radio advertising by this industry also have increased proportionately.

The brewers' continued dependence on radio can be attributed to certain important factors:

- The male appeal through sports shows and newscasts.
- Housewife appeal during afternoons on peak shopping days.
- The growth of "listeners on wheels."
- Multi-impressions at economical rates.

At the same time, stations have had to meet with certain problems in order to sell radio to the brewery industry. Among these are:

- Stabilization in sales of the brewery industry.
- Reduction in number of breweries through mergers and closings.
- Seasonal approach by some brewers.
- Giving the sponsors the time periods they want.
- Brewer co-op with local distributors.

In 1958, the top 10 in sales in the brewery industry were: Anheuser-Busch Inc. (Budweiser), Jos. Schlitz Brewing Co., Falstaff Brewing Corp., P. Ballantine & Sons, Inc., Carling Brewing Co., Theo. Hamm Brewing Co., F. & M. Schaefer Brewing Co., Liebmann Breweries Inc. (Rheingold), Pabst Brewing Co. and Lucky Lager Brewing Co.

According to *Modern Brewery Age*, monthly industry publication, these breweries are responsible for over half of the total beer advertising each year.

Based on the area of sales, breweries are divided in various groups. The leaders on the national level, which sell throughout the country, are Anheuser-Busch, Schlitz, Pabst and Miller Brewing Co. The semi-national group, servicing over 50 percent of the country, is led by Falstaff, Hamm and Carling. The regional level comprises 69 top brewers, while the local level consists of 157 brewers.

From radio's standpoint, it is important to note that despite the drop in the number of existing separate brewing companies (from 247 last June to 232 now), the advertising expenditures per barrel has steadily increased. Further emphasis of this fact is a report from *Modern Brewery Age* to U. S. RADIO that sales have not increased for the past 10 years and while the population is steadily increasing, beer sales during that time have leveled off to about 85 million barrels a year. With the market becoming stabilized the industry's continued use of radio testifies to the medium's acceptance among brewers.

The intensity of beer advertising centers around the summer months. May signals the pick up of beer advertising campaigns in the hot weather. These drives reach a climax in July and begin slowing up at the end of September.

During the summer, beer and baseball are hot weather partners. All 16 major league teams, for example, have beer sponsors on radio. The breakdown for the 1959



season is: New York Yankees—Ballantine; Chicago White Sox—Budweiser; Boston Red Sox—Narragansett Brewing Co.; Cleveland Indians—Carling; Detroit Tigers—Goebel Brewing Co.; Baltimore Orioles—Gunther Brewing Co.; Kansas City Athletics—Schlitz; Washington Senators—Gunther; Milwaukee Braves—Miller; Pittsburgh Pirates—Iron City Beer (Pittsburgh Brewing Co.); San Francisco Giants—Falstaff; Cincinnati Redlegs—Burger Brewing Co.; St. Louis Cardinals—Budweiser; Chicago Cubs—Goebel; Los Angeles Dodgers — Eastside (Pabst), and Philadelphia Phillies—Ballantine.

Just a handful of these sponsorships are by national brewers.

Sports, key driving times and newscasts, in that order, represent approximately 90 percent of the spots preferred by local and regional breweries, replies show. Consensus of many of the stations is that most brewers will pay higher rates to get these areas of interest. The male appeal to news, for example, has long been an attraction to brewers. A KXO El Centro, Calif., listener survey shows that 88.3 percent of the males between the ages of 21 and 45 in its coverage area would turn to the station for news.

While the standard appeal of the industry is aimed at the men, a gradual trend recently has been to reach the women—the housewives—who do most of the shopping. Many stations report that breweries use spot announcements during prime housewife listening times on important grocery shopping days. At WCKR Miami, Regal Beer (Anheuser-Busch) concentrates on this market in addition to spot announcements during traffic hours.

The saturation announcement, with heavy concentration from Wednesday through Saturday during the important time slots, has in fact become the most frequently used method of beer advertising on radio.

The way brewers can use radio is illustrated by KMPC Los Angeles. Here is the way its six beers purchase time: 1) Budweiser is on a 52-week contract using day and evening spot announcements; 2) Burgermeister buys six- or eight-week cycles several times per year using afternoon and evening spot announcements; 3) Eastside sponsors one half of the Los Angeles Dodgers baseball broadcasts, representing an expenditure of over $50,000 per year, and in addition, buys six- or eight-week spot schedules using principally traffic times; 4) Falstaff utilizes all time periods with a 52-week spot contract, plus one-half sponsorship of all Los Angeles Rams football broadcasts and a supplementary schedule of spots several times a year which runs about eight weeks at a time; 5) Schlitz is on a 52-week spot contract using all time periods; 6) Lucky Lager sponsors a year-round program seven nights a week from 9:30 p.m. to midnight and also buys eight-week spots twice a year.

Yearly Programs

In addition to announcements and sponsorship of major seasonal sporting events, many brewers sponsor yearly programs. On WYLD New Orleans, the *Regal Sports Final* is presented every night from 5 to 5:15 p.m. Another example is *Budweiser Best Sellers,* heard seven nights a week (10 p.m. to 3 a.m.) on KJBS San Francisco. This brewery also uses 15 five-minute daytime periods. WIRE Indianapolis has a late-night disc jockey show which is sponsored by Falls City beer, along with three other non-competitive sponsors, on a Monday through Saturday yearly basis. Burgermeister, which usually buys seasonally with a spot campaign over KXO, sponsors a year round nighttime show in cooperation with a local distributor.

While some brewers prefer evening shows, many have broken down their spot announcements to specific time periods during the day. An example of this can be noted from the following beers advertised over WAVY Norfolk, Va. Schaefer, which buys from March through December, uses spots only during driving times; Miller High Life and Schlitz, with annual contracts, and Regent, on a seasonal basis, have run-of-the-schedule contracts; Budweiser, buying annually, uses spots from 6 to 9 a.m. and from 3:30 to 5:30 p.m., and Carling, which buys annually in four-month periods, utilizes the 7 to 8:30 a.m. and 5 to 6:30 p.m. time slots.

Typifying the multiple impressions sought by brewers, WYLD reports that one sponsor, Dixie Beer, buys annually with one-minute spots around 7 a.m. and 12 p.m. and after 9 p.m.

The transition from the strictly seasonal nature of brewers' radio advertising, which consisted mainly of summertime promotion, to an awareness of the advantages of yearly radio promotion, has helped further beer consumption. Formerly, beer was primarily considered a drink only for the hot summer months; it is now a year-round beverage competing with many of the soft drinks. "We have made a concerted effort to persuade the breweries that since beer is consumed 52 weeks a year, it should be advertised year-round," says Herbert Briggin, sales service manager of KMPC.

The large amount of automobile listening, according to various stations, has been one of the big factors in the success of radio as a beer advertising medium. In the estimation of Hilda C. Woehrmeyer, public relations manager of WOWO Fort Wayne, " 'Listeners on wheels' have created the greatest argument for radio selling today."

Stations replying to the survey report a definite understanding by the beer industry of the medium's advantages, and a considerable lessening of any problems. It is true, nevertheless, that certain special problems still do exist.

One important matter is that of alcoholic advertising restrictions by a few stations.

In Canada, James A. Love, CFCN Calgary vice president, states that breweries are so well sold on radio that although Provincial law prohibits beer promotion, they advertise ginger ale instead. "These, however, are merely thinly disguised advertisements for beer," he states. This temperance is carried over to this country, with stations such as KWTO Springfield, Mo., declaring, "We do not carry beer advertising—station policy."

A major station problem arises over co-op advertising between brewers and distributors. Harry C. Weaver, WOKE Charleston, S. C., owner and general manager, says. "So many breweries ignore the recommendations and wishes of local distributors. If brewers would co-op radio advertising with their local distributors, most of the beer accounts would be on radio. The distributors realize the value of radio and want to use the medium, but they are made to participate in national advertising programs that are too costly for their markets, leaving the radio budgets to be paid for by local distributors."

Overcoming Problems

Whatever the problems have been to sell local radio, the stations have been very enthusiastic about current sales and emphasize certain ways in which they have overcome these problems. WKMH Detroit replies that such local breweries as Pfeiffer, Goebel, Strohs, Carling, Drewrys and Altes, have always been readily sold on radio. WBRC Birmingham declares that where there have been problems, it has used success stories of other beers using the station in the past, and has had no trouble in renewing contracts. Such surveys as the audience measurement type used by KXO and others on the standings of beer accounts in a market, plus sales figures from tax reports on beer have proved to be helpful. WGH Norfolk reports that it uses information supplied by Radio Advertising Bureau and "our faith in radio advertising."

Some brewers, wooed away by more costly advertising, are coming back to radio on a regional and local level. WOWO states that two of its breweries, Centlivre and Drewrys, subscribed to large tv schedules but "this was not wholly satisfactory because they are back in radio with good schedules again."

Radio has become a vital link in the success of beer advertising campaigns day by day, month by month —throughout the year. Retail stores, bars, restaurants and taverns start and stop their selling according to normal business hours; radio promotes this industry all the time.

• • •

Beer and Radio

The following beers are reported by stations to be currently using radio, based on a sample survey:

ALABAMA

WBRC Birmingham: Sterling, Burger, Country Club

ARIZONA

KPHO Phoenix: A-1 Brewery, Schlitz, Olympia, Coors

CALIFORNIA

KXO El Centro: Olympia, Regal Pale, Burgermeister, Budweiser, Lucky Lager

KMPC Los Angeles: Budweiser, Burgermeister, Eastside, Falstaff, Schlitz, Lucky Lager

KJBS San Francisco: Budweiser, Regal Pale

DISTRICT OF COLUMBIA

WTOP Washington: Valley Forge, Gunther, Schlitz, Schaefer, Carling

FLORIDA

WCKR Miami: Regal

GEORGIA

WAKE Atlanta: Carling

ILLINOIS

WBBM Chicago: Three beer accounts. (Station prefers not to give names.)

WVMC Mount Carmel: Miller, Carling, Sterling

INDIANA

WOWO Fort Wayne: Centlivre, Old Dutch, Frankenmuth

WIRE Indianapolis: Falls City, Fehr, Old Crown Ale, Sterling, Falstaff, Wiedemann

WLBC Muncie: Sterling, Old Dutch, Falls City, Burger, Carling, Centlivre

IOWA

WOC Davenport: Miller

KANSAS

KLWN Lawrence: Does not accept beer advertising.

KTOP Topeka: Schlitz, Miller, Carling

LOUISIANA

WYLD New Orleans: Dixie, Jax, Regal

KENT Shreveport: Busch Bavarian, Falstaff, Miller, Jax

MICHIGAN

WKMH Detroit: Pfeiffer, Goebel, Stroh, Carling, Drewrys, Altes

WHLS Port Huron: Drewrys, Goebel, Old Milwaukee, Stroh

MINNESOTA

WCCO Minneapolis: Hamm, Gluek, Grain Belt

WTCN Minneapolis: Hamm, Gluek, Grain Belt

MISSOURI

KODE Joplin: Goetz

KFEQ St. Joseph: Goetz, Budweiser, Busch Bavarian, Schlitz

KXLW St. Louis: Falstaff, Busch Bavarian, Budweiser

KWTO Springfield: Does not accept beer advertising

SOUTH CAROLINA

WOKE Charleston: Gunther, Schlitz, Miller

TENNESSEE

WBIR Knoxville: Champagne Velvet, Stag, Schlitz, Miller, Budweiser

TEXAS

WRR Dallas: Pearl, Lone Star

KROD El Paso: Pearl, Lone Star, Grand Prize

VIRGINIA

WAVY Norfolk: Regent, Budweiser, Carling, Miller, Schaefer, Schlitz

WGH Norfolk: Miller, Schlitz, Budweiser

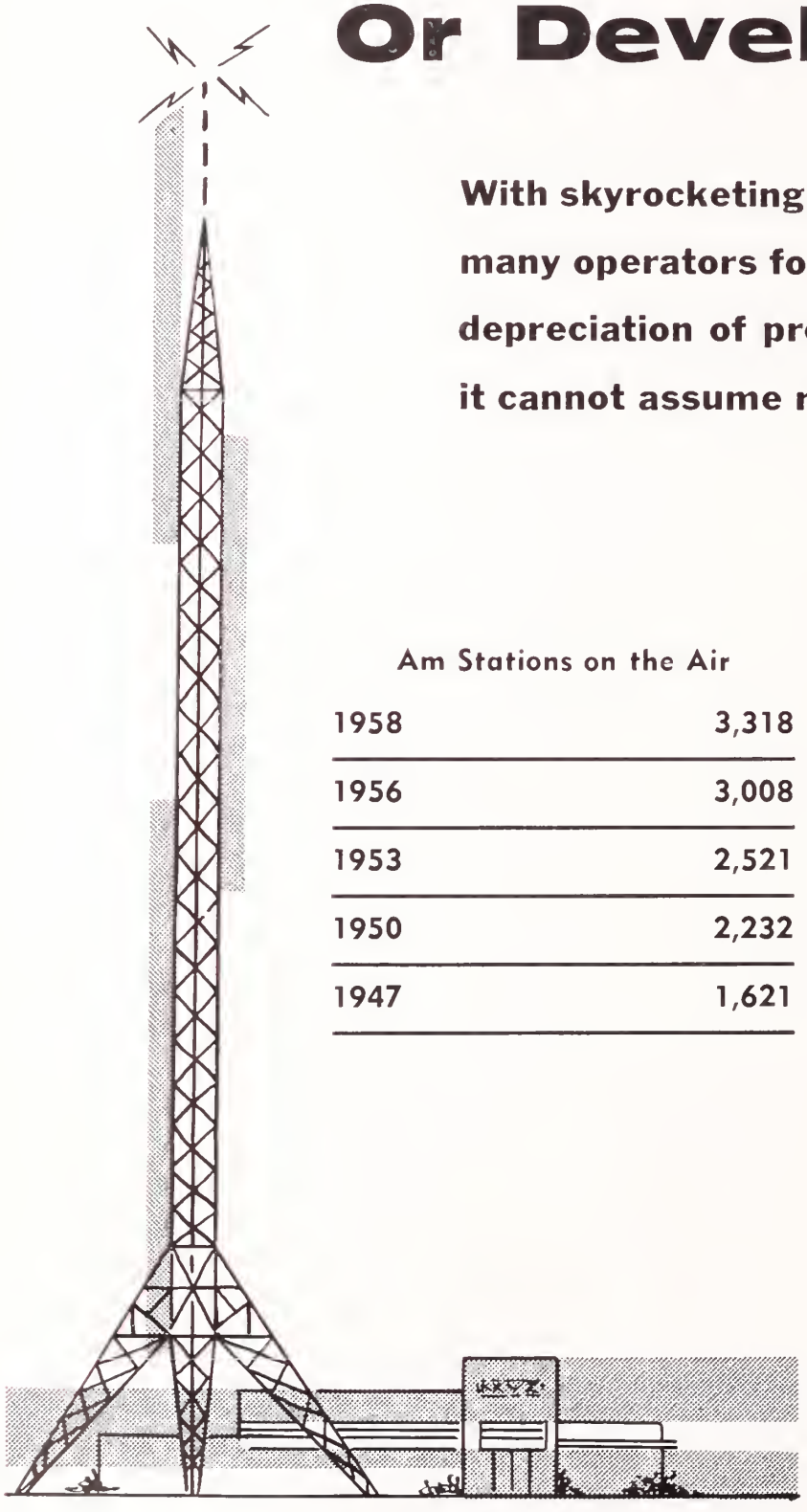
CANADA

CFCN Calgary: Sicks, Calgary

BOOMING NUMBER OF STATIONS:

Disaster Or Development?

With skyrocketing number of radio stations, many operators foresee economic injury and depreciation of program service. FCC feels it cannot assume role of 'big brother'



Am Stations on the Air	
1958	3,318
1956	3,008
1953	2,521
1950	2,232
1947	1,621

So long as spectrum space is available and qualified applicants file with the Federal Communications Commission to operate new radio stations, the number of stations in the country will continue to increase.

To many broadcasters this poses an economic headache of migraine proportions. But to members of the commission, bound by the Communications Act to see that the widest possible service is rendered to the greatest number of people, there is no alternative position to be taken on the subject of future expansion of the radio industry.

At the FCC, it is a pure and simple matter of supply and demand. In industry circles, the contrasting viewpoint is that quantity is not synonymous with quality and that more stations do not necessarily mean a better product.

The number of radio stations on the air have increased at an unprecedented rate, rising from 1,995 (am and fm) in 1947 to 3,889 at the end of 1958.

The cry of economic injury has been heard in increasing proportions by many station operators who claim



John C. Doerfer, FCC Chairman

"I'm aware of the view that continued growth in the number of broadcast facilities will eventually lead to a deterioration in programming. . . . We have no alternative but to issue new grants in areas where they are available and where additional radio service will contribute to a better informed public."

there is not enough money in some markets to justify further competition. Another argument brought out is that the vastly increasing number of stations may mean a degradation in programming service rather than an upgrading.

The commission viewpoint, however, is that it has no control over economic issues in this regard. Commission members state that, based on the intent and meaning of existing law and regulations, they cannot act as "big brothers" and decide how many stations a market can support.

They feel that to go beyond the basic competitive law of supply and demand in deciding these cases would be beyond their purview.

Chairman John C. Doerfer of the FCC believes the public will ultimately decide the number of stations that will be on the air. He tells U. S. RADIO:

"In the final analysis, the public will decide how many radio stations will or will not be on the air. This is a growth nation and broadcasting must keep pace.

"You must remember that theoretically speaking every week the population of the country increases enough to populate a new community of 50,000.

"I'm aware of the view that continued growth in the number of broadcast facilities will eventually lead to a deterioration in programming. But the commission does not dictate what programs a broadcaster puts on his station.

"We have no alternative but to issue new grants in areas where they are available and where additional radio service will contribute to a more knowledgeable and better informed public."

The expansion issue came — at least momentarily—into sharp focus at NAB's recent convention during a session on the economic outlook for radio some 10 years hence. Among the projections made at that meeting was a prediction from Dr. Hyman Goldin, the FCC's chief economist, that by 1970 the number of stations could well stand at 5,500. This comment did not prompt a round of applause from the radio men assembled. Dr. Goldin also told his audience that "as you know, in the commission's mind the growth in the number of stations is a good thing . . . and I have learned . . . that this opinion is not widely shared among some broadcasters."

Dr. Goldin's estimate, however, is not as startling as it might seem at first glance. His projection was realistically based on the number of new stations that went on the air in 1957 and 1958. In each of those years, about 175 new stations were authorized by the FCC. It must also be noted that vigorous expansion in the radio industry is not unprecedented. Between 1940 and 1950, for example, the number of stations in the country doubled.

But estimated growth figures are not important in themselves. Any number of future developments or circumstances unforeseen now can alter figures which seem reasonable and likely at the present time. What is significant is the desirability of the growth of radio facilities. Should this occur and will this occur?

Opinion at the FCC, predicated on the Communications Act as it is now written and the standards used in the granting of applications for new radio stations, indicates that it most surely will and should. Although no formal statement of

policy has been set by the FCC on this subject, one FCC official told U. S. RADIO it was "inconceivable" to him that the FCC would ever arbitrarily set a cut-off point on the number of stations that should be in operation in the U. S.

To a great extent, the economic development of the industry has colored the commission's attitude on this matter. It is the belief of the commission that competition . . . not regulation . . . will ultimately dictate the number of stations that are on the air. There is money to be made in radio broadcasting. If that were not so, the FCC reasons, the commission would not be virtually inundated with applications for new stations . . . and a radio franchise would not be the prize possession that past experience has proved it to be. Of course, there are also risks involved. A radio license is no guarantee of an early lush retirement. But it is up to the individual to assume that risk as he would have to do in any other business venture.

As a case in point, an FCC spokesman pointed out that of the number of radio stations that went on the air in the last two years, as many as two thirds have lost money but only a sparse few have left the air. It is uncommon for a broadcaster to throw up his hands and quit. The vast majority ride out the lean years with an optimistic eye focused on the day when they will be operating in the black.

Economic Pattern

This economic pattern has had its influence on commission thinking. Assuming that the present picture were to undergo a radical change—that licenses were being returned to the FCC because broadcasters could not make a go of it financially—then a new set of circumstances would force the FCC to re-evaluate its position.

Opinion at the commission is that, generally, radio is a sound and healthy business. Stations are changing hands at good prices. There is considerable incentive for a businessman to want to get into the broadcasting industry. So long as he understands his obligations as a broadcaster and a frequency is available for him, the welcome mat is out at the FCC.

Locale is still another important factor in the future growth in the number of radio stations. Again the competitive factor plays a major role. The larger the market, the greater the financial risk. So it is not likely that the radio picture will change appreciably in multi-station markets even though unused frequencies are to be had. Of the new stations that will go on the air in the next decade, many will be in established radio communities, serviced by two or three stations and some in communities which, at present, have no local radio service at all. Dr. Goldin looks for the greatest expansion in the existing 1,300 one-station markets.

Within recent weeks a new development occurred at the FCC which has an inadvertent tie-in with the over-all expansion problem. The FCC took a giant step toward streamlining the manner in which new am

The Last Official FCC Check

Running about a year behind the calendar period being reported, the following is a financial breakdown of revenue and expenses for 1957 (compared with 1956). These figures were reported by the FCC last December.

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS—1957-1956

($ Thousands)

Item	Amount 1957	Percent of Increase (Decrease)
Number of stations	3,076[1]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 10,508	43.9
b. Regional networks	2,075	(11.6)
c. Miscellaneous networks and stations	802	2.4
Total	13,385	28.3
2. Non-network time sales:		
a. National and regional advertisers and sponsors	146,478	16.7
b. Local advertisers and sponsors	305,161[2]	6.1
Total revenue from non-network time sales	451,639	9.3
Total revenue from time sales	465,024	9.8
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	47,260	23.0
Net revenues from time sales	417,764	8.5
B. Revenues from incidental broadcast activities:		
Talent	13,025	3.6
Sundry broadcast revenues	11,628	2.5
Total revenues from incidental broadcast activities	24,653	3.1
Total broadcast revenues	442,417	8.2
C. Total broadcast expenses of stations	387,295	7.6
D. Broadcast Income (or loss) before Federal income tax	$ 55,122	12.1

Note: Excludes 67 independently operated fm stations.
[1]2,896 stations reported in 1956.
[2]Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year did not report detailed revenue breakdown.

applications are processed. The purpose of the action—endorsed by all six commissioners who voted on it—was to remove the circuitous Robin Hood's Barn technique from the processing line and cut, to as great an extent as possible, the all-time-high backlog of applications on hand at the commission.

The report stated: "During the past year the rate of filing (for new or major changes in am facilities) has increased substantially and there is no reason to believe that there will be any significant decrease in the near future . . . We are faced with the possibility that the application backlog will even exceed its present size and that even greater delay will ensue before applications can be acted upon unless additional steps are taken to meet the problem at this time."

However, one FCC spokesman was quick to point out that in certain cases the new ruling will actually discourage filings. The commission action, for instance, virtually eliminates the "nuisance" application. The old rule allowed an applicant to file for a frequency already being sought by another applicant as late as the close of business on the day before the application was either granted or scheduled for hearing. When such a case occurred, it simply negated all the work that had gone into the processing of the original application and the paper work started all over again.

'Federal Register'

Under the new processing rule, the FCC periodically will publish in the *Federal Register* the top 50 applications being processed. No new application will be considered by the commission with the 50 published applicants after a month from the date of publication. The new ruling also discourages amendments to applications after they have been filed. It now behooves an applicant to file as complete and accurate an application as possible. According to the new rule, alterations in engineering proposals in an application will cost the applicant his place in the line.

With the way now cleared for speedier am grants, expansion in the number of radio outlets in the country will undoubtedly come sooner. Although that was not the intended effect of the new ruling, it bears at least a secondary relationship to the expansion issue.

The backlog of over 1,000 applications on hand at the FCC and the complex processing structure which often resulted in an applicant waiting anywhere from seven months to a year for some action, made it mandatory for the commission to take a second look at its processing procedure. Under the old rule, it was not unusual for a completely processed application to be reprocessed because of a newly filed application nor, the commission report noted, was it uncommon "that an application had to be reprocessed many times before action could be taken thereon because of new filings and amendments to pending applications. Indeed it appears that for several months the commission's staff has been engaged in the constant reprocessing of the same 400 or so applications. . . ."

The commission also made reference to a recent 30-day period when the engineering staff processed over 300 applications to investigate the effect of amendments or new filings on interference conditions. In that same month, only 33 applications reached the FCC agenda "and more significantly, although not a single applicant was removed from the top of the processing line the number of applications under study increased because of the necessity of grouping additional applications with those already under study."

The FCC has also concluded that amendments related to such matters as frequency, power and antenna systems have proved a greater stumbling block in the processing procedure than the filing of new applications. This prompted the decision to return an amended application to the bottom of the list where it will be considered as a completely new application.

It seems evident that this new speed-up process will have an eventual effect on the number of stations that will go on the air in the future.

"The commission," according to Dr. Goldin, "feels very strongly that the proper regulator of the market lies in the market place—the commission in Washington doesn't want to be a big brother." • • •

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES—1957-1956

($ Millions)

Item	1957	1956	Percent Increase or (Decrease) 1957
Total Broadcast Revenues			
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 73.5	$ 70.2	4.7
Other radio stations[2]	444.4	410.4	8.3
Total	$517.9	$480.6	7.8
Total Broadcast Expenses			
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 73.5	$ 69.8	5.3
Other radio stations[2]	389.8	361.6	7.8
Total	$463.3	$431.4	7.4
Broadcast Income (before Federal income tax)			
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ .0	$ .4	
Other radio stations[2]	54.6	48.8	11.9
Total	$ 54.6	$ 49.2	11.0

[1]Includes the operations of 19 network owned stations in 1956 and 21 in 1957.
[2]Includes 2,947 am, am-fm or independent fm stations in 1956 and 3,143 in 1957.

question and answers

THE QUESTION:

What does Radio Advertising Bureau mean to advertisers and agencies? (U. S. Radio asked this in response to a printed suggestion from an anonymous marketing director that radio needs a new over-all organization.)

ROBERT G. CRIAR, ADVERTISING MANAGER, NATIONAL BISCUIT CO., NEW YORK, ANSWERS:

We find RAB a definite asset. The case histories it provides are very helpful. The material sent us also enables us to keep up to date on developments within radio. Bureau salesmen, however, make infrequent visits to our office. One thing I would like to see RAB do. And that is to promote a single rate among stations, at least among its members.

RUTH JONES, ASSOCIATE MEDIA DIRECTOR, J. WALTER THOMPSON CO., NEW YORK, ANSWERS:

Of course, much of the research material we use is prepared by the agency. However, we do go to the bureau for some of its interesting material. We call it for case histories and success stories. I've also seen its recent summertime study. We find the RAB people very cooperative when asked to turn up some research voluntarily.

WILLIAM HOFFMANN, DIRECTOR OF RADIO, BBDO, NEW YORK, ANSWERS:

There are many occasions when the research, promotion and case histories have been very helpful.

DIXON HARPER, RADIO-TV FARM DIRECTOR, AUBREY, FINLEY, MARLEY & HODGSON INC., CHICAGO, ANSWERS:

RAB is great. It has provided us with good ideas in the areas of programming and, especially, buying for many of our clients. With one of our accounts, International Harvester, a heavy farm radio user, we have not found any new information in the bureau's farm radio material. Its farm brochure, however, is well organized for client presentation.

JAMES ORGILL, ADVERTISING DIRECTOR, PAN AMERICAN COFFEE BUREAU, NEW YORK, ANSWERS:

It has been very helpful. As you know, we are entering radio for the first time in a primary way this summer (see *Cracking Iced Coffee Sales*, p. 28). We have used considerable research of RAB's in reports within the coffee bureau. Some of the food case studies, such as Contadina, and the Ford study have proved valuable. The tape recorded commercials RAB salesmen play for us enable us to hear what others—especially our competitors—are doing in radio. They have also given us ideas. RAB first contacted the coffee bureau about two years ago. It has been responsible for our move into radio to the extent that it has helped prepare us for radio.

CHARLES COLE, ACCOUNT EXECUTIVE, ADAMS & KEYES INC., NEW YORK, ANSWERS:

RAB provides interesting presentations and analyses that have served a useful purpose. There is objectivity in its approach because it is not selling directly. The caliber of its people leaves nothing to be desired. They have provided voluntary analyses of our commercials; they also have a gadget that enables us to hear competitive commercials. I have been in contact with them two or three times in the first four months of this year.

GRAYSON LOTHROP, VICE PRESIDENT, AL PAUL LEFTON CO., NEW YORK, ANSWERS:

RAB has been helpful. Competitive jingles it plays from all over the country have directly helped in the preparation of our materials.

WILLIAM SHEEHAN, ADVERTISING MANAGER, AMERICAN STANDARD-AIR CONDITIONING DIV., NEW YORK, ANSWERS:

We have seen the bureau's very interesting slide and film presentation. This material is of value, looking forward to the day when we will use consumer advertising.

BRUCE SHERMAN, ACCOUNT EXECUTIVE, BBDO INC., NEW YORK, ANSWERS:

RAB is definitely an asset. We use its services continually for checking competitive accounts. We are interested in such things as competitors' formats, techniques and copy approaches. In general, RAB serves us as an idea clearinghouse.

RICHARD ROMANELLI, SENIOR ACCOUNT EXECUTIVE, FOOTE, CONE & BELDING INC., NEW YORK, ANSWERS:

We like to have RAB play the commercials of airlines that are competitive to our TWA account. The trouble is all too often we have to go to them. There is no routine calling. We also think it is the job of a trade association like RAB to promote constructive approaches within its own industry. Some of the things

it should take a hand in are eliminating triple spotting and the lack of separation between competitive commercials. TWA is a 52-week radio user. We don't like to see the crowding of other airline announcements that prevails today on many stations, especially between the hours of 6 and 10 a.m. It is the job of an association devoted to the selling of radio to promote the standards.

TED HARBERT, ACCOUNT EXECUTIVE, KENYON & ECKHARDT INC., NEW YORK, ANSWERS:

It has been extremely helpful in nailing down and reinforcing our own thinking on bottler use of radio. Working on the Pepsi-Cola account, we have found RAB does an excellent job in running air checks so that we can hear how our commercials—and other bottler commercials—sound at the local level. RAB has been able to crystallize certain structural beliefs we have had on radio, and it has documented those beliefs in chapter and verse.

BERNIE RASMUSSEN, MANAGER OF BROADCAST MEDIA, FULLER & SMITH & ROSS INC., NEW YORK, ANSWERS:

The research RAB has done on audiences and their listening times has been very helpful, to the agency and to me personally. The bureau is also very cooperative in obtaining information on request that isn't readily available to its staff either. I'd like to see more of the same stuff it is doing—success stories, break-downs on audiences, farm presentations. I think RAB tends to minimize so-called "marginal" material, which would be very valuable for us to receive as a continuing source of information. We may not be in the market for certain ideas at the moment, but would like to have the details on hand for future possibilities.

WILLIAM CAMPBELL, DIRECTOR OF ADVERTISING, BORDEN CO., NEW YORK, ANSWERS:

When you have a problem or a project, you gather information from all available sources of information. When called upon, RAB does provide the information we need.

AL LANTZ, DIRECTOR OF ADVERTISING, SHULTON INC., NEW YORK, ANSWERS:

RAB does a good job. It makes us conscious of the importance of spot radio and how radio audiences have grown. The bureau's presentations give us an opportunity we wouldn't ordinarily run into, that of seeing what other advertisers are doing. We wouldn't ask RAB for anything more than it's presently doing.

EVELYN JONES, BUSINESS MANAGER, RADIO-TV, DONAHUE & COE INC., NEW YORK, ANSWERS:

Two ways in particular in which RAB is very helpful are through its valuable reports, and through its willing cooperation in supplying desired information in a hurry—by phone if necessary. One way in which the bureau might strengthen its service is by getting more competitive figures on the two sound media. For example, we'd like more facts on the reported drop-off in tv viewing in the summer. Does the summer audience turn to radio instead? We need constant updating on all facts.



*pulls "First All Day" rating!**

***"Most listened to"**... and hottest of any as indicated by recent audience studies!

Top personalities and *best news coverage* . . . local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater *cumulative* audience.

Check WFBM first— where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



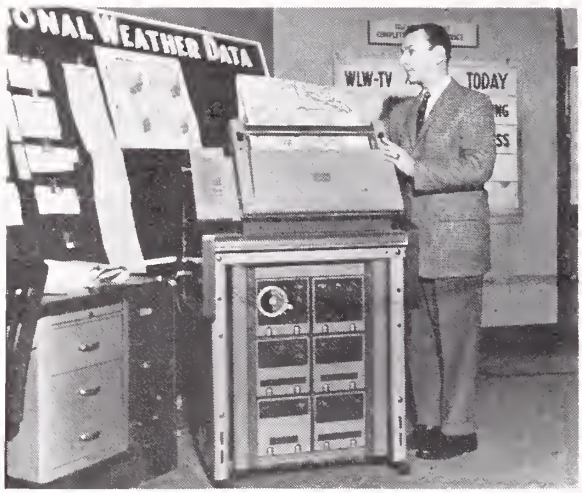
Represented Nationally by the KATZ Agency

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



FAMED ALAMO, site of Jim Bowie's last stand, also helped celebrate the change of KITE San Antonio from 1,000 watts daytime to 5,000 watts fulltime. Left to right: Charles Stewart, KITE newscaster; Ed Winton, general manager; Mayor J. Edwin Kuykendall; Kelly Wofford, station manager in charge of sales, and Arthur Harper and Joe McNeil, salesmen.



ELECTRONIC WEATHER reports every 20 minutes are recorded on the WLW Cincinnati new radio-tv weather map machine, which is connected with the U. S. Weather Bureau's Master Analysis Center in Washington, D. C. It is capable of receiving a complete new weather map every two minutes.

WIDE-EYED EXPRESSIONS by heads of Guild, Bascom & Bonfigli Inc., San Francisco advertising agency, reflect happy occasion of agency's 10th anniversary with annual billings up from $200,000 in 1949 to $10,227,515 last year. Left to right: Walter Guild, president; Dave Bascom, board chairman; Dan Bonfigli, executive vice president. The three are partners.





ANNIVERSARY PARTNERS SHARE 37th year birthday cake of WFIL Philadelphia, as Warner Shelly (seated), president of N. W. Ayer, marks his 37th year with the advertising agency and Harold Simonds, WFIL account executive (second from left), celebrates the same number of years with the station. Also at the double celebration are Clyde Spitzner, WFIL sales manager (left), and Kenneth W. Stowman, general sales manager. The cake was enjoyed by all.



GET-ACQUAINTED TOUR sponsored by WRC brought a group of New York advertising executives to Washington, D. C., for a visit to the station's ultra-modern facilities as guests of Carleton D. Smith, NBC vice president and general manager of WRC. Occasion was the station's first anniversary at the new offices in the NBC building.



SMOKELESS, ODORLESS gas incinerators, new product of a WTIG Massillon, O., sponsor, East Ohio Gas Co., are promoted by the station co-managers (left to right), Richard Scholem and Nick Barry. This replica of a 1902 Oldsmobile is being used to deliver the WTIG news sheet in the area.



ROCKET-SHAPED float saluting the space age was the contribution of KRSI Minneapolis to the recent St. Paul Winter Carnival Parade.



PLANNING COMMITTEE of the Second Annual Radio Programming Seminar and Deejay Convention, to be held in Miami Beach on May 29, 30 and 31, consists of (left to right): Bill Stewart, Storz Stations, convention coordinator; Bob Larsen, WRIT Milwaukee; Paul Berlin, KNUZ Houston; Joe Smith, WILD Boston; Paul Cowley, WKLO Louisville; Ira Cook, KMPC Hollywood; Robin Seymour, WKMH Detroit, Mich., and Tom Edwards, WERE Cleveland, Ohio.

ONE OF AMERICA'S GREAT HOUSEWIFE SHOWS

Eleanor Moore is a next door neighbar to wamen in 36 counties—the primary coveroge orea of WSBT, South Bend. On her doily mid-morning rodio show, "Timely Topics", Eleanar discusses most ony subject from faods and fashians to child psychalagy ond the latest novels.

An easy, over-the-bock-fence speoking style has earned her the canfidence ond respect of housewives in the rich South Bend area. Few women surposs her in "saund" selling. These ore facts which hove been recognized by the Nationol Retail Dry Goods Associotion. This arganizotion has presented her with one Grond Award, and two first ploce owords in its onnual competition.

Eleonor's progrom is typical af WSBT broodcosting. Feoturing popular lacal personolities ond top CBS shows, WSBT dominotes rodio in South Bend—daminotes every 15-minute segment of every broadcost day!

For detoils about WSBT, it s $3,317,941,000 E.B.I. market areo ond remaining ovailobilities on "Timely Topics", see your Raymer mon or write this statian.



CBS RADIO

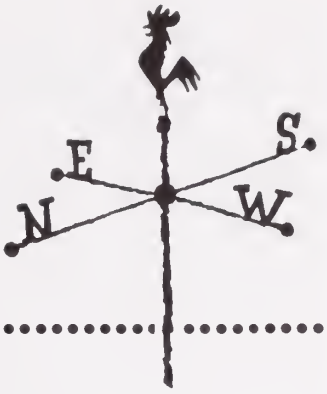
5000 WATTS
960 KC

WSBT

SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



Premiums And Prizes In Radio

In response to queries on how prize and contest firms work, the following is a report on one such operation

In response to queries from stations, representatives and agencies on the workings of prizes, premiums and contest organizations, U. S. RADIO *presents here an interview with one of the firms and its method of operation.*

Mink stoles and Mercedes Benzes notwithstanding, the two most important prizes in a radio station promotion contest are *more listeners* and *more business* for the station itself.

S. Jay Reiner, contest and merchandise consultant, whose career is supplying ideas as well as prizes for radio (and other) contests and giveaways, declares stations too often overlook that second award—more business.

The S. Jay Reiner Co. of Mineola, L. I., New York, in the business of setting up contests for stations as well as other sponsors, has arranged the giving away of about $10 million worth of merchandise during 12 years of operation to date, its president estimates. Nearly 45 percent of the contest arrangements, he adds, are in behalf of radio stations, about 100 of whom are presently among his clients.

According to Mr. Reiner's view of the audience participation field, the prospects for more and more prize promotions increase every day. He expects 1959 to surpass 1958, which in turn showed a jump of 15 percent over the previous year in total participation activity.

New advertisers, says Mr. Reiner, in pointing out how stations can win double rewards through their contests, may develop naturally during a campaign if station personnel cultivate tie-in advertising by local dealers of the prize merchandise from national manufacturers.

"The audience a station is building and the local excitement it is creating with an imaginative contest gives the station salesman a valuable opening for stirring the interest of retail outlets in his listening area," Mr. Reiner says. "Occasionally, he can stimulate supplemental cooperative buys by the manufacturer and dealer together."

Contests also can spur additional advertising on a continuing basis, Mr. Reiner points out. A manufacturer whose sales mount significantly in a contest area featuring his products, the consultant suggests,

may realize the value of buying radio time to sustain the trend. The same can hold true for the man at the corner emporium.

In staging a contest, Mr. Reiner warns, a station should be aware that one haphazardly slapped together "can lead only to a considerable waste of time and money." He lists as some of the most frequent mistakes made in planning contests:

1. Expecting to reach too large a market with too small a prize structure; 2. Offering large grand prizes without enough smaller prizes to entice entries; 3. Failure to link the contest to the retailer; 4. Lack of knowledge concerning what prizes appeal to a specific market at a specific time; 5. Offering prizes which are timely at the time of delivery rather than time of announcement; 6. Incurring unnecessary expenses in the obtaining of prizes; 7. Making no arrangements for delivery of prizes and follow-through to winners; 8. Failure to have a clear understanding with suppliers of prizes; 9. Failure to publicize the contest winners.

"A neighbor and I dreamed up the idea for the company back in 1947," Mr. Reiner recalls. "We started out on a part-time basis, with our wives handling the clerical details and he and I contacting the prospective clients. Our first 'big' account—for $75 a week — prompted us to quit our jobs and go into the thing full-time.

"When a radio network approached us to handle the prizes for an audience participation show in the Southwest, we were all set to go. Then the roof fell in—almost. The FCC came out with a ban on giveaways."

His infant enterprise was saved from extinction by an injunction brought by networks and individual stations to stay the ban. After an initial pause, the S. Jay Reiner Co. set forth again on its career, and by the time the legal battle to sustain giveaways had been fought and won, the company was established.

"We represent a selection of stations, generally on a continuing basis," Mr. Reiner explains. "When a station comes to us requesting our services, we first analyze its operations and needs to see in what ways we can be useful to it."

The Reiner company bases its fee primarily on the value of the prizes it supplies, providing various types of merchandise to suit the various types of audiences reached and the kinds of promotion undertaken.

"We adhere to a strict policy in the manner of making the prizes available to stations or other contest sponsors," Mr. Reiner emphasizes. "In most cases, the merchandise is shipped directly from the manufacturer to the contest winner, whose receipt of the goods is thereby on record for the contributing firm. In instances where contests involve studio audiences, delivery is made directly from the manufacturer to the station. At the same time, to assure the manufacturer that he is receiving the agreed-upon air time in exchange for his product, we require our stations to provide notarized affidavits of performance as proof that stated terms have been met."

In securing a commitment to provide prizes, Mr. Reiner presents to the national manufacturer (usually one, he states, who does not ordinarily use radio) a comprehensive survey of the advantages to be gained through the promotion.

"The value of mention in the contest must be worth more than the actual money value of the prizes contributed," Mr. Reiner says. "Station use of a given item as a prize is many times tantamount to being an endorsement."

A firm, of course, wants to know the station's coverage, type of audience, program format and contest outlines before authorizing the merchandise, he adds. Besides negotiating for the prizes, handling contracts between station and manufacturer and supplying the copy and promotional material to be used in connection with the campaign, his firm will, on request, originate contest ideas or alter a station's existing promotion.

Setting the Dial

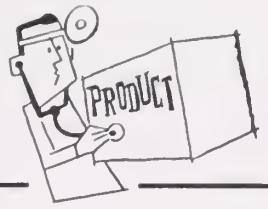
"To get higher ratings for specific times and to keep an audience tuned to a particular setting on the dial, stations are expending more initiative and effort than ever to intrigue the listener," he says.

And every good promotion builds audience interest and participation, he believes. One programming idea developed by his company to keep listeners tuned in—and taking part—calls for the station to phone random numbers in the community at intervals throughout the day (10 or 12 times, usually) and ask a single question concerning the history of the particular area. If the party contacted answers correctly, he or she receives a valuable merchandise award. • • •



A "jackpot" of prizes such as the S. Jay Reiner Co. arranges for radio promotion contests is inspected by Mr. Reiner at his office in Mineola, N. Y. In actual contests, merchandise is shipped direct to contest winner or station by manufacturer.

commercial clinic



Trend Seen in Growing Use Of 'Name' Stars in Commercials

A familiar voice, like an artist's paint brush, can add vivid reality to the black-and-white outline of a radio commercial.

In recognition of this ability, the trend in the search for commercial talent has, in fact, turned toward the name stars, says Lee Karsian, head of the commercial department of the William Morris Agency, New York.

According to Mr. Karsian, whose department was established two and a half years ago to supply sponsors with talent for radio and tv commercials and endorsements: "The main psychology today is identification. The sponsor realizes that his commercial must be entertaining—and what better way to accomplish this than by having an established entertainer sell the product to the public?"

Higher Scale

A factor which has contributed to the trend toward using star performers in commercials is a general 15 percent increase in the scale rate by the American Federation of Television Radio Artists. "In many cases where the difference isn't very great between the now higher scale rates and the rates of the name talent, the sponsor feels it is worthwhile to spend a little more for the personality identification."

Radio commercials today, Mr. Karsian feels, provide one of the finest outlets to the public for new performers to show their talent, established stars to further enhance their fame, and forgotten entertainers to regain some of their popularity.

However, from the sponsor's and advertising agency's standpoint, he points out, the "talent search" has become a much more specialized operation than it was years ago.

"An advertising agency used to handle all aspects of a new commercial, from its inception and creation to finding the people needed to give it the right selling approach on the air," he says. "Now the search requires individualized attention."

A difficulty in getting performers —mainly name talent—to do radio commercials arises when tv sponsors specify exclusive performance rights for that medium. "Sometimes it is a little unfair for sponsors to use this exclusiveness,'" declares Mr. Karsian.

Other difficulties stem from the sponsor's product. If it is a noncompetitive product and there is no exclusiveness problem, a name talent is usually encouraged to do the commercial. On the other hand, a top entertainer will probably be dissuaded from doing a commercial for a competitive product since this may hurt his or her chances of performing on a program sponsored by a rival firm.

The loophole in many cases has been not to identify the performer on the commercial, but rather to take advantage of the type of voice and motivation required.

"I have even found," says Mr. Karsian, "that top performers will accept the scale rate when they do radio commercials where they are nameless, just because they started in radio and realize that voices and characterizations are much more interesting since the medium lends itself to the imagination of the listening audience."

Recording artists, versatile comedians and dramatic stars, in that order, are the groups most requested by sponsors for commercials, observes Mr. Karsian. "In radio especially," he notes, "recording stars with distinctive styles are in great demand."

The bids for specific name talent will usually be directed at those entertainers who have just scored with a hit record or a dramatic performance that has caught the public's attention.

The following is an alphabetical listing of some of the name talent for which Mr. Karsian has received the most requests: Eddie Albert, Tallulah Bankhead, Walter Brennan, Pat Carroll, Marlene Dietrich, Jimmy Durante, Dave Garroway, Andy Griffith, Buddy Hackett, Will Jordan, Peggy Lee, Garry Moore, Frank Sinatra, Arnold Stang and Senor Wences.

Helpful to Beginners

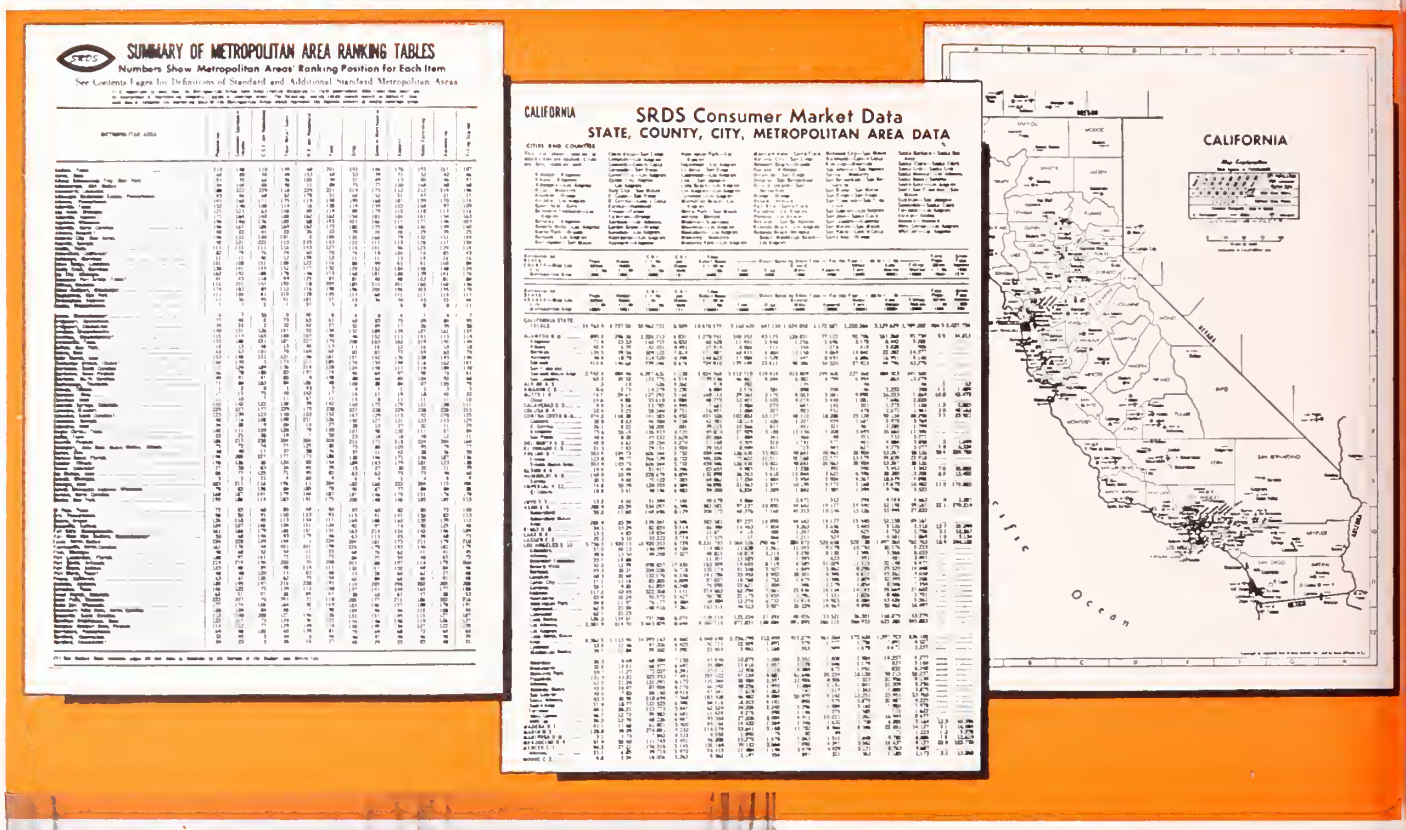
There are still some performers who work solely on radio commercials, Mr. Karsian says, adding that it is quite profitable, too, since their incomes in many cases are in the neighborhood of $50,000 a year. Mr. Karsian feels that young people have received a great deal of help through their performances on radio commercials. Not only have they become known to the public, he believes, but also to the ad agencies and the important people in the industry.

The trend toward the name performers for radio commercials has meant that in many cases these artists have had the final approval on whatever they said on the air. "By having the sponsors meet the performers' requirements, we have raised the standards of commercials," reflects Mr. Karsian.

With such a galaxy of stars being constantly sought for commercials today, it appears that the entertainment and prestige value of the radio commercial has also been greatly increased. • • •

Now ready to use...UP-DATED

SRDS May issues reflect estimates of January 1, 1959 market conditions





Grey Advertising's media executives working with SRDS market and media data during a new-client meeting.

Helen Wilbur, Media Group Supervisor; Aileen Barry, Chief Print Buyer; Ken Kearns, Chief Time Buyer; Gene Accas, Associate Director of Media; Joan Stark, Media Group Supervisor; Phil Branch, Media Group Supervisor; Dr. E. L. Deckinger, Vice President and Director of Media.

consumer market information

Accessibility and convenience of up-to-date SRDS consumer market data and media maps prompt wide use by buyers of media

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data —covering all counties in the United States. This data is kept current in interim months by the addition of significant changes.

This is the only service in the country that provides you with such frequent re-evaluation of the statistics upon which media and marketing decisions must be based.

The May issues of SRDS Spot Radio, Spot TV, and Newspaper books will contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The new figures reflect recently revised metropolitan areas as redefined by the U. S. Bureau of the Budget. The Farm Section of the Consumer Magazine book also contains up-dated market information.

The Grey agency market-media session pictured here represents but one of a hundred and one ways SRDS market data sections are used every day. A survey shows that 93% of agency people using SRDS use its consumer market data sections; 90% use the media maps. In the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time.

So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS, and its special values as an advertising medium on the listing pages.

SRDS

Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

Walter E. Botthof, *Publisher*

1740 Ridge Avenue, Evanston, Ill.

Sales Offices:
Evanston, New York, Los Angeles

station log



News:

A front-page editorial appearing in a recent edition of the *Cleveland News* attacking the interest, scope and caliber of radio newscasts has touched off a heated dispute between this paper and WERE Cleveland, according to reports from the station. The editorial charged that radio is unable to deliver the daily news, both mechanically and functionally. "No tv or radio newscast is equipped . . . to afford details of news events or background."

WERE responded with 24 editorials, each approximately two minutes long. One editorial remarked that "amidst a fat advertising section, nine chances out of ten, the stories you are reading are old to radio audiences . . ." Among the questions a WERE editorial asked its audience were "How much of what I read was already old when I picked up the paper?" and ". . . how much of the paper did I actually read."

WERE emphasized that "the time has arrived for the news media to hold respect for one another with a combined goal of keeping the public informed."

• Radio's role in interpreting national and international news for its own area has prompted two significant developments. The Corinthian Broadcasting Corp. has contracted for the services of News Associates in Washington to create what it terms a special news service specifically tailored to meet individual needs of the Corinthian stations in Tulsa, Houston, Fort Wayne and Indianapolis. This regular Washington service will be supplemented by periodic travel assignments by the corporation's station news directors.

• Westinghouse Broadcasting Co. has expanded its radio news coverage of the international scene with the opening of a European bureau, located in London, designed to provide not only daily news reports but also "think pieces" and studies in depth of people, events and trends abroad. These reports, according to WBC, will be aimed to fit the local needs and interests of individual stations.

Public Service:

• WCCO Minneapolis and the Campfire Girls organization have arranged for notices of changes in camp schedules to be broadcast over the station. This is a continuation of the WCCO service which reports school closings during bad winter weather.

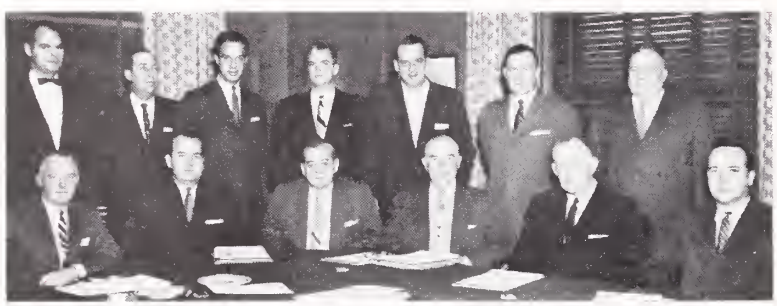
Programming:

• *Radio Moscow*, a WBT Charlotte, N. C., program, is now being offered for syndication "after several radio stations from all over the nation wrote us inquiring as to the availability" of it, says Charles H. Crutchfield, executive vice president and general manager for the Jefferson Standard Broadcasting Co. The program features tape recordings of Radio Moscow's English-language propaganda broadcasts.

• *The Jackie Robinson Show* (half-hour interview program with people from all walks of life), which premiered in February on WRCA New York sponsored by Rheingold beer, is now being syndicated. WENN Birmingham, Ala., is presenting it under the sponsorship of Citizen's Federal Savings & Loan Association. Produced by Newstone Productions Inc., New York, a five-minute, Monday through Friday, sports show with Jackie Robinson is also ready for syndication.

• "Sport Spots," a series of transcribed radio endorsements by major league baseball personalities on such products as bread, milk, banks, automobiles and soft drinks, is available for local and regional advertisers.

The series is handled by Harry Goodman Productions, N. Y. • • •



Weed Corp. officers and branch office managers who gathered at recent sales meeting are seated (left to right): B. H. Pearse, v.p., Weed Tv, Detroit office manager; Edwin C. Metcalfe, v.p., Weed Tv, West Coast manager; C. C. Weed, president, Weed Radio, Chicago; J. J. Weed, president, Weed Tv, New York; Edward J. Fitzsimmons, v.p. and general manager, Weed Radio, and George G. Lindsay, v.p., Weed Tv, Chicago. Standing: Herb Hobler, sales consultant; Mel Whitmire, Atlanta office manager; Boyd Rippey, San Francisco office manager; Bates Halsey, eastern sales manager, Weed Tv; Fred Edwards, Dallas office manager; Robert Reardon, Boston office manager, and J. C. Lyons, eastern sales manager, Weed Radio, New York. Sales trends and business outlook were discussed.



Ervin F. Lyke (right), president and general manager of WVET Rochester, N. Y., witnesses award of the first annual WVET $1,000 scholarship for graduate study at the Eastman School of Music to Mrs. Patricia Selover Hanson, wife, mother, artist and student. Awarding the prize is Dr. Howard Hanson (no relation), conductor of the Eastman Philharmonic Orchestra, with which Mrs. Hanson recently performed. Rochester is home of school.

A good SALESMAN is more believable...

and so is a good STATION!



CITY people, farmers, *everybody believes* a sincere, established salesman more readily than a fast-talking Johnny-Come-Lately.

This is exactly why WHO Radio *sells* better. For generations WHO has been known and respected throughout Iowa — and Iowans *believe what they hear* on WHO Radio. We make every effort to keep this confidence by providing them with outstanding professional programming — the *best* in news, sports, entertainment.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

Next time you consider radio — radio with the same outstanding qualities you demand in a salesman — remember to ask PGW about WHO, the very best there is in Iowa radio!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

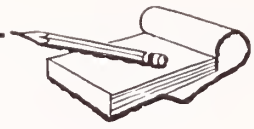
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport



Peters, Griffin, Woodward, Inc.
National Representatives

BPA memo



To Keep Listeners Happy Let Them Participate

The results of three current promotion projects show the importance of listener participation in achieving station popularity. Results from WCAE Pittsburgh, WWDC Washington and KDKA* Pittsburgh, clearly emphasize an overwhelming response to the "let us play your game" projects.

Exhausted staff members of WCAE read over 500 post cards, with over a million and a half sets of the station's call letters written on them, in an effort to find a winner of WCAE's latest audience participation contest.

The cards were received over a 10-day period after disc jockey Jay Michael offered a "Night on the Town," including dinner, chauffeur service, show tickets and a champagne supper at a night club, to the person who wrote WCAE the most number of times on the back of a government post card. The winning card, according to the station, showed WCAE written 5,562 times.

WWDC's recent "bonus dollar" contest produced 10,627 post cards within five days, reports the station. WWDC invited listeners to send a card bearing the serial number of a dollar bill in their possession. Only one card was allowed to each listener. Each week, WWDC called one of these serial numbers, with the winner receiving between $100 and $1,000. This was decided by spinning WWDC's Dollar Wheel.

The way to a woman's heart is to let her have whatever she wants, and that is exactly what KDKA did in a recent promotion campaign that drew more than 1,400 letters. The station ran a contest in which women listeners were asked to tell what clothes they would want to include in their "Dream Wardrobe." Mrs. Gloria Ley Jr. of Allison Park won the right to $500 worth of clothing by writing: "It isn't mother's turn in the budget of a family of six, but such is the thing of which dreams are made."

Radio Spelled Backwards, Or What's That Sound?

Radio music enthusiasts had quite a time trying to figure out what sounds WINS New York and KTIX Seattle were playing in recent promotional stunts.

WINS' gimmick was to play a different record backwards each hour, and the first listener to call in with the right title would receive five silver dollars.

Four hours after the first backward record was played, the station reports, the telephone company threatened to suspend the WINS phone service because of the numerous calls which were tieing up the telephone lines.

The contest was continued with the listeners sending in telegrams instead of phoning; 5,000 telegrams were reported received during the remainder of the day.

KTIX identified all the artists and selections of album music as the top 40 rock and roll hits, and proceeded to play the LP's at the 45 rpm speed and vice versa. Listeners who could identify the records were awarded a free album of their choice. Each song was recognized in two minutes.

Now Only 1,087 Meals Are Left in the Year

Cleveland and Oklahoma City housewives, listening to the radio as they prepare meals for their families, have been offered eight free meals for themselves at restaurants of their choice.

In both cities, contestants must write in 25 words—or less— the phrase, "I like to eat out because. . ." The weekly winners will then be eligible to compete for the title of "Mrs. U. S. A. Eats Out" and an all-expense paid trip to Chicago, May 11 to 17, for the National Restaurant Association meeting.

Reports from WERE, which sponsored the contest in Cleveland, and KOMA, sponsoring the Oklahoma City contest, claim great listener interest after only a few days of spot announcements.

Competing Stations Get Promotional Chance

Two radio stations recently received some of their finest publicity from rival stations.

WSAI Cincinnati promoted its newest personality by purchasing saturation schedules of teaser spots on competing stations. The copy theme, which did not include the station call letters, was "Doc Holliday is coming to town! From out of the West, a legendary character will be in Cincinnati very soon. Don't miss the fabulous Doc Holliday!"

The following morning, the *Bob (Doc) Holliday Show* was launched on WSAI.

Dallas Report

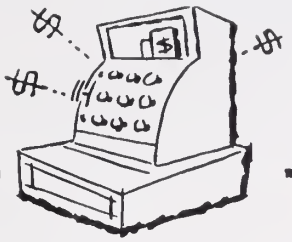
A report from Dallas recently shows that in two recorded commercials, Gordon McLendon gave the call letters and dial settings for station KIXL 12 times, and the call letters for station KLIF just once. The surprising thing is that Mr. McLendon is the president of the McLendon corporation and owner of KLIF.

This was the result of a wager which Mr. McLendon lost to Lee Segall, president of KIXL, concerning how long the movie "South Pacific" would run at a Dallas theater. Mr. McLendon wagered Mr. Segall that the show would not run 90 days. It closed after 236 days.

By losing the bet, Mr. McLendon had to write and air eight station "promo" announcements.

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).

radio registers



SAVINGS AND LOAN

Twin City Federal Savings and Loan Association, Minneapolis, had an advertising budget of $41,000 in 1941—18 years ago. Today they spend more than $500,000 a year, with radio getting at least a third of the total, according to WCCO Minneapolis. The station also reports that it receives about one-fourth of the radio segment. From 1941 to 1959, TCF's assets have grown from $13 million to more than $300 million.

PICNIC TABLES

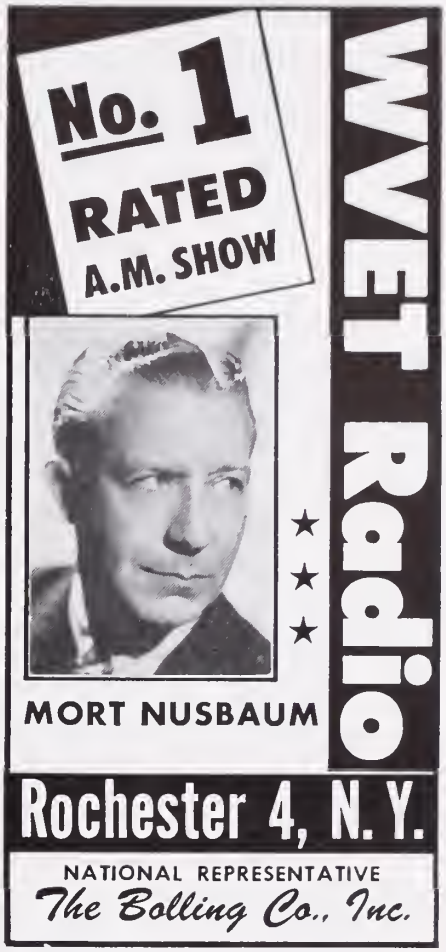
B. F. Goodrich Co. purchased two spot announcements over WJTN Jamestown, N. Y., on a Wednesday morning to promote the sale of left-over stock, 24 aluminum picnic tables to be sold at $3.95 each. The announcements were on the WJTN Farmer very early in the morning and again at 8:50 a.m. during the Doc Webster Show. By 9:30 a.m., all of the tables are reported to have been sold on a "first come, first serve" basis. Besides buying the table, one gentleman also bought a roller tiller at $129 and another bought two tires, the company says. The sellout was accomplished without the use of any other advertising medium.

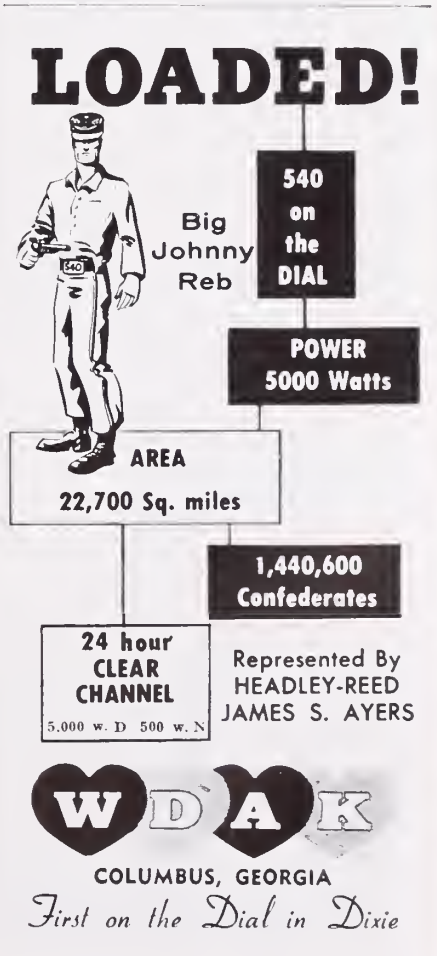
MOVIES

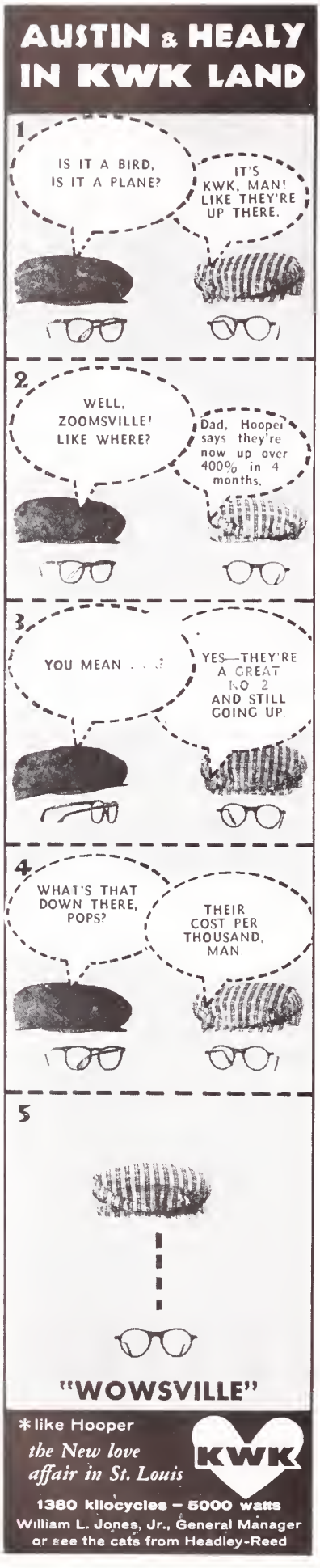
The Granada Theatre in Norfolk, Neb., used 29 announcements over WJAG to promote the movie, "The Hanging Tree." The station reports that this advertising produced a three-day attendance record of over 2,500—the largest three-day crowd in more than five years. The theater manager said the record-breaking response occurred in the face of the "largest snow fall" of the winter.

RECORDS

F. W. Woolworth Co. stores, working on a week to week basis with WOKO Albany, N.Y., is now in the 78th week of advertising the stores' record departments through a one-hour Record Roundup Program. The program features the top records based on store sales and also promotes other departments. According to WOKO, one of the Woolworth stores is tops in record sales for all of the chain's outlets in the Northeast division.







report from RAB

Radio Month Hoopla Matched by Sales Ideas For Year-Round Use

This month will see an intensive effort by radio stations everywhere to promote radio itself. Each year, the industry designates May as "National Radio Month" for the purpose of saluting radio and its contributions to the American scene.

And each May, the Radio Advertising Bureau Inc. supplies a promotion kit to help its member stations put the annual event over big. RAB has been one of the co-sponsors of the yearly observance for several years. (See *Washington*, p. 13, for activities by National Association of Broadcasters.)

The bureau's kit, which offers stations promotional tools to trumpet the virtues of radio to their audiences, is no less valuable from a sales viewpoint. According to the bureau, past promotion kits have resulted in reports like these from stations in all-sized markets:

"The kit gave us the biggest commercial month in history!"

"We netted $2,700 in additional revenue during May!"

Here are the elements of the RAB kit:

1. *On-the-air promotions, contests and sales ideas*—A booklet containing 101 attention-getting ideas, ranging from the bizarre to the public-spirited, is provided. The ideas are designed to do two things: (1) Create a clamor for radio.

(2) Sell special schedules to advertisers.

An example of one such stunt is a money-maker the bureau calls "Flying Saucers."

A load of paper plates, each inscribed with a salute to National Radio Month and exchangeable for a gift certificate at a local store, is dropped from a plane over the city. RAB says this idea is suitable for any advertiser.

2. *Commercials* — Copy for 25 lively announcements stressing all the big radio factors is also supplied.

3. *Jingles* — Seventeen fully-orchestrated jingles, in lengths ranging from 10 to 60 seconds, are among other elements. These can be used alone or in combination with the live copy, RAB states.

4. *Speech*—As an aid to station managers, RAB has prepared a 20-minute talk suitable for delivery at various kinds of public functions, before advertising clubs, Chamber of Commerce luncheons, business men's groups.

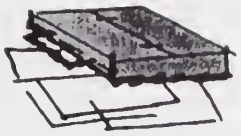
Written into the script is a special National Radio Month greeting for the audience which could be aired by the station at a pre-designated time. On cue, the station manager whips out a pocket transistor radio with volume turned up. • • •

RADIO SALES TREND OF THE MONTH

From material uncovered by RAB during national sales calls

Many hard-core tv advertisers have turned to radio in recent months. One big breakthrough in the lucrative home permanent field is a broad campaign for Toni company's "Bobbi." The results, admen told RAB, will determine future radio buys for other Toni products. Also in process by a predominantly television advertiser is a two-month radio campaign to help introduce a new electric shaver, which represents the first extensive use of radio by the firm in years. Other "first" radio efforts are being planned by a frozen foods packer, currently a spot tv advertiser, and a division of one of the "big three" auto companies, now entirely in magazines. What's prompting this second look at radio? In the case of Toni, RAB salesmen reported their presentation on how radio can be used to reach women scored high.

report from representatives



Program Check List Affords Stations Chance To Evaluate Activities

A gauge for its represented stations to evaluate their own programming activities is being provided by the Katz Agency.

Designed by George Skinner, Katz radio program services director, the 13-page questionnaire, Radio Programming Check List, is primarily a tool for self-analysis by station managers and program managers. The purpose of this, as with other Katz station projects, is to be able to serve in an advisory capacity with the stations.

Mr. Skinner states that "Perhaps the greatest asset of any station is the quality of introspection. By filling out the check list carefully, the alert manager can get an interesting profile of his station's programming activities."

The questionnaire covers all areas of programming, including music, news, promotion, production, public service, personalities, special programs, station identification and administration. Typical of the questions listed under music are: What type of music control do you have? and Are any types of music restricted during any time of day? Stations must then explain their policies on these and other aspects of music.

Questions regarding news range from the amount of regularly scheduled newscasts to the degree and style of editorializing. One asks, Do you stress emotional appeal or intellectual appeal in handling news stories?

Promotion questions vary from, What kind of non-contest promotional stunts have you used? to Are promotion spots straight copy or produced with a special approach, such as drama, humor, music background?

Among other questions asked in the check list are: Do you use an echo chamber or filter mike? Do you use special production devices, such as jingles or prepared and pre-recorded announcements solely devoted to public service? Do you limit your announcers' remarks to a set pattern, or permit them to express their own personalities? Does your talent stay strictly on prepared commercial copy, or are they allowed *ad lib* liberties? Do you use promotional phrases with station identification? What other means do you use for impressing your call letters on the audience? Is someone in authority constantly monitoring the station?

The Katz Agency plans to analyze whatever returns it receives, but the agency emphasizes that the list is for each station's personal use and there is no obligation to return it. In addition, Katz will make the check list available to other stations, upon request.

Representative Changes

A new national representative firm, Bernard Howard & Co., will have its headquarters at 20 East 46th Street, New York, and will maintain branch offices in Chicago, Los Angeles, San Francisco and Atlanta.

Broadcast Time Sales has opened new and larger offices at The Penthouse, 509 Madison Avenue, New York.

The McGavren-Quinn Corp.'s change to Daren F. McGavren Co., due to the resignation of Donald J. Quinn, executive vice president in the firm's New York office, also has brought these changes: Cy Ostrup, formerly with the Los Angeles branch of the corporation, now becomes manager in the San Francisco office, and Charlye King, Mr. McGavren's assistant for six years, fills the newly created position of West Coast business manager.

The Clarke Brown Co., Dallas, has transferred its administrative and local offices to Southland Center.

Recent Appointments

WKMH Detroit will now be represented by The Edward Petry Co.

KWIZ-AM-FM Santa Ana, Calif., will be represented by The Meeker Co. This representation does not include Los Angeles County, where the station has its own sales staff.

Clarke Brown Co. will represent five stations: WIBR Baton Rouge, La.; KILE Galveston, Tex.; WAME Miami; WAPX Montgomery, Ala., and WJBW New Orleans. Each of the stations has its own individual national representative serving other sections of the country and will be represented in the South by Brown's offices in Dallas, Houston, Denver, New Orleans and Atlanta.

WHKK Akron, O., is now represented by Forjoe Co. • • •

In the Big, Rich Southwest . . .

KWFT

Wichita Falls, Texas delivers

BIG

NCS NO. 2 CIRCULATION



Based on NCS #2 weekly daytime circulation (108,300 homes), KWFT delivers the 73rd market in the U.S. Includes 77 counties with over $1⅓ billion total retail sales (Consumer Markets, 1958).

AT LOWEST COST PER 1000

PLUS

BIG

BONUS COVERAGE

. . . in KWFT's gigantic ½ mv/m area: 1,201,407 total households; nearly $5 billion total retail sales!

See your H-R representative or Clarke Brown man

KWFT

The Voice of the Rich Southwest

WICHITA FALLS, TEXAS

BEN LUDY
Pres. & Gen. Mgr.

5 K W at 620
Day & Night

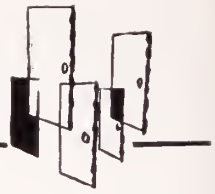


POWER . . . 50,000 watts of it . . . **PROGRAMMING** . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

Robert E. Eastman & Co., Inc.
National Rep.

J. E. Campeau, *President*
GENERAL OFFICES
GUARDIAN BLDG.,
DETROIT

report from agencies



Information Three Timebuyers Advocate Stations Should Provide To Clarify Buying Picture

"What kind of information—which you are not now receiving—would you like to see cross your desk from stations?"

More information on programming and local sales, and data on the advertising limitations set up by stations are among the things three agency timebuyers replied they would like to see provided.

Bill Santoni, timebuyer for Cunningham & Walsh, New York, calls for more audience composition data; Vince De Luca, chief timebuyer at Erwin Wasey, Ruthrauff & Ryan, New York, is looking for a practical way to peg a station's programming personality, and Joan Rutman, timebuyer for Grey Advertising Inc., New York, would like to see less data on the market as a whole and more about the local sales of the particular station. (See *Local Radio Phenomenon*, p. 21.)

Mr. Santoni declares that he would depend less on ratings and share of audience if he knew more about the characteristics of that audience. "Very often a station whose over-all ratings and share-of-audience figures don't look too healthy can still be the right buy for a product aiming for the kind of listenership the station attracts.

"The difficulty is that timebuyers haven't the time to ferret out this qualitative information about every station and the stations themselves continue to deluge us with ratings and share-of-audience claims."

In self defense, Mr. Santoni says, the buyer will give more weight to these figures than he would prefer—because he has so little else available.

Station's Format

Mr. Santoni also wants more data on station formats and program make-up. "The names in the promotion material don't mean much as far as figuring out what kind of programs a station puts on. I would like to have a fast, simple way of determining the character of a station's format."

EWRR's Mr. De Luca echoes the same plea, but recognizes the practical difficulties involved. "When you are buying print in Podunk," he says, "and you don't know anything about the local papers, you can send for a couple of back issues and get the feel of the various papers. You can also get a relative idea of ad positioning.

"In radio, it is a monstrous job to get the feel of a station. Before the mushrooming of outlets to more than 3,000, each market had maybe a couple of network stations, a good music outfit and a couple of independents. You could grasp their numbers and their personalities. Now there are too many stations that seem too much alike for the timebuyer to be able to differentiate as he would like."

Mr. De Luca has tried to cope with radio's present day complexities by having stations send him sample tapes of their programs. But, while he thinks a tape recorder may some day be as standard as a typewriter in every timebuyer's office, he admits that he doesn't have time to listen to tapes on 3,000 stations.

He is also concerned with obtaining information about the advertising limitations on a station. "The advertiser should know how many commercial minutes a station programs per hour, and whether the commercial is going to be double-spotted."

Taking a different tack, Miss Rutman of Grey complains that her problem is not too little material, but too much at the wrong times and of the wrong kind.

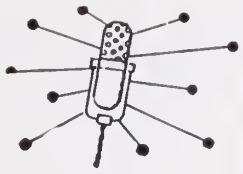
Miss Rutman said that at one time Grey had tried to file all station promotions, but that limitations of space forced the agency to abandon the idea.

Another problem, in her opinion, stems from the fact that stations often misdirect their promotional efforts. "So many spend so much time and money on selling their market rather than their station. In theory this may be fine, but in practice it is mostly wasted effort.

"By the time the buyer becomes involved, the markets are usually determined. The client and the account executive have worked out where to advertise and it is the timebuyer's job to select the stations, not the markets. Hence, we need more specifics about the particular outlet."

In this connection, Miss Rutman would like to see detailed information from stations regarding their local sales which she considers a crucial yardstick for their national acceptance. • • •

report from networks



► NBC:

Sales totaling $986,042 in net revenue for the three-week period ending April 15, according to William K. McDaniel, NBC vice president in charge of sales, have been highlighted by an order from the Greyhound Corp. — marking the company's first use of network radio. Greyhound will sponsor comedy segments in *Monitor,* featuring Bob and Ray and Fibber McGee and Molly as part of its summer vacation travel promotion.

Among other advertisers placing orders: Longines-Wittnauer Watch Co., B. T. Babbitt Inc. for Savoy Car Polish, United Fruit Co., Socony Mobil Oil Co. and American Motors Corp. for Rambler.

In programming, a new line-up which started April 27 features a drama series and a musical variety show Monday through Friday. *NBC Radio Theater* (11:05 to 12 p.m. EDT) presents top performers of stage and screen in original stories of adventure, mystery, suspense and romance. *Network Time* (12:05 to 2 p.m. EDT) is broadcast live with Frank Blair and Don Russell as co-hosts.

► CBS:

CBS Radio has sold out the entire schedule of New York Giants professional football games, from September 26 through December 13, according to George J. Arkedis, vice president in charge of network sales. Sponsors will be the General Cigar Co. and P. Ballantine & Sons.

Recent advertisers placing orders are: Longines-Wittnauer, Renuzit Home Products Co., Cowles Magazine and the Savings & Loan Foundation.

WKMH Dearborn, Mich., becomes the CBS Radio affiliate for the Detroit market effective May 24, it has been announced by Arthur Hull Hayes, CBS Radio president. Other new Michigan affiliates are: WKMF Flint, WKHM Jackson, WSGW Saginaw, WHLS Port Huron and WLEW Bad Axe.

► ABC:

A special summer product promotion campaign for advertisers during June, July and August has been inaugurated by ABC Radio. The 13-week project, called *Play It Cool,* will be comprised of direct on-the-air promotion and editorials by the network's personalities together with merchandising aids for the advertisers' marketing forces, to include ads in trade papers and direct mail to key chain store executives advertising tie-in display space.

ABC will concentrate this campaign on summer products listed under four main groups: Easy-to-prepare meals, appliance leisure, personal care and overnight trips.

Under new and renewed sponsorships, Edward J. DeGray, ABC Radio vice president, announced the signing of Ben-Mont Papers Inc., Pepsi-Cola Co., Perkins Division of General Foods Corp., The Scholl Manufacturing Co. and U. S. Pharmacal Co. as new advertisers, and 52-week renewals by Midas Inc. and Oral Roberts Evangelistic Association Inc.

Recent new affiliates are: WLOW Portsmouth, Va.; WKAL Rome, N. Y.; WLST Escanaba, Mich.; KPEL Lafayette, La.; WKST New Castle, Pa., and WBBC Flint, Mich. Also, effective April 26, ABC acquired the Don Lee Broadcasting System comprised of 34 affiliates on the West Coast.

► MBS:

The new basic standard by which MBS' news department operates, effective April 26, according to Robert F. Hurleigh, senior vice president in charge of the news and special services, is as follows:

A minimum of 34 "newsbeat" program inserts per day is the standard established so that there would be at least one "newsbeat" per five-minute MBS newscast. The standard is a "115 percent increase in the rate of actuality or on-the-scene reportorial inserts in our daily news broadcasting schedules." Mutual established its "newsbeat" pattern in October 1957.

In affiliation news, KGON Portland, Ore., and KATR Corpus Christi, Tex., have joined MBS.

Keystone:

Blanche Stein, director of station relations at the Keystone Broadcasting System, announced recently the affiliation agreements with four stations in Alaska: KLAM Cordova, KINY Juneau, KIBH Seward and KIFW Sitka. Keystone now has 1,061 affiliates. • • •



NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.

WKMI
KALAMAZOO

Now Operating
24
HOURS
A DAY

The only radio station
between Detroit and
Chicago to offer this
around-the-clock service

•

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS

5,000
WATTS

BROADCAST TIME SALES
REPRESENTATIVE

report on FM

Listener Study by WQXR Network Shows Extent of Fm Tune-In And Characteristics of Audience

Advertisers and agencies are expected to pick up their ears at the increasing evidence of fm's vitality. The latest study for their consideration is offered by the WQXR Network, a seven-month-old chain of fm stations in New York state.

Among the main facts the study highlights are these three: 33.7 percent of the families in the upstate "network" coverage area own fm sets; the average income of the network's listeners is $8,998, and listening averages over five hours a day.

A joint project of The Pulse and the research department of *The New York Times,* parent organization of WQXR, the survey furnishes advertisers with information on fm set ownership, and audience income, age, occupations and listening patterns. Pulse obtained set ownership data by interviewing 1,000 homes in each of four of the nine markets in the WQXR Network. The *Times* obtained figures on audience characteristics through a questionnaire mailed to 1,683 network-area subscribers to the WQXR Monthly Program Guide. Seventy percent of the subscribers—1,174—returned the questionnaire.

The network consists of 13 stations in nine major market areas of upstate New York. The programs are fed to these stations by microwave relay from WQXR-FM New York.

The stations are: WKOP Binghamton; WHDL Olean; WRRA Ithaca; WJTN Jamestown; WHLD Niagara Falls; WRRL Wethersfield; WHFM and WRRE Rochester; WSYR and WRRD Syracuse; WRUN Utica; WRRC Mohawk Valley, and WFLY Troy.

In its part of the survey, Pulse reports that 33.7 percent (about 500,000) of all families in the network coverage area own fm receivers as of November 1958. This is a projection based on the interviews conducted in the four markets: Albany-Troy-Schenectady, Buffalo, Rochester and Syracuse. Of these families, close to 165,000 had listened to a WQXR Network station in the week preceding the interview.

The figures based on the *Times* questionnaire show that the average network listener is about 43 years old. Close to 69.5 percent of the adult members of families replying to the questionnaire are in professional or managerial occupations, with the average income being $8,998.

Noteworthy among the statistics developed from the *Times* research is the fact that while fm listening on a WQXR network station averages 5.5 hours a day, Monday through Friday, 68.5 percent of the families listen to am radio less than one hour a day or not at all and 57.4 percent watch television less than one hour a day or not at all on the same days. This loyalty to the medium is continued over the weekend when fm listening averages 4.7 hours compared with 1.1 hours of am listening and 2.2 hours of tv viewing.

The survey's figures on the length of fm set ownership show the increasing popularity of the medium. Of the 1,174 families, 10.5 percent own an fm receiver less than one year and 14.2 percent have a set for one year. Overall, the average is five years, with 11 percent of the families having receivers for 10 years.

Further evidence of this popularity is the fact that 75.6 percent of fm radios are located in the living room of WQXR Network's listening audience, according to the results of its questionnaire. The dining room-kitchen (18.2 percent) and the bedroom (16.9 percent) are next in fm location preference. At the same time, while 64.1 percent of television sets are found in the living room, the second location preference—14.1 percent—is the study, den or library.

With fm radio attracting a generally better educated-higher income audience, the purchasing power potential of this group has contributed to making the medium more and more appealing to advertisers.

Fm Production

Fm factory production for February totaled 29,145, according to Electronics Industries Association—down 1,090 from January. Total reported set production during the first two months of the year stands at 59,380. • • •

report from Canada

Radio Set Sales, Listening And Awareness Are Objectives Of Canadian Radio Week

The May-time flowering of Canadian Radio Week culminates an extensive cultivation by the Canadian Association of Broadcasters of both materials and participants for the third annual promotion of the medium.

(Simultaneously, U. S. stations are celebrating Radio Month in May.)

Objectives

Sponsored jointly by manufacturers and stations (both CBC and private), the Canadian Radio Week campaign from May 3 to 9 has these objectives:

- To increase radio set sales.
- To increase radio's listening audiences.
- To develop a greater awareness of the importance and value of radio in the lives of all Canadians.

With these goals in mind, the radio division of CAB's Broadcast Advertising Bureau has been spurring the "interest and energy" of radio dealers through a widely expanded distribution of materials.

As coordinators of Radio Week, BAB has produced a "dealer promotion kit" designed to stimulate action "at the most important point in the marketing function—the consumer sales level."

Charles W. Fenton, sales director of BAB's radio division, describes the development of these kits as the outgrowth of discussions with the Electronic Industries Association, representing manufacturers.

"Last year," he says, "we produced a 'manufacturer's promotion kit.' Over 1,400 of these were bought by the manufacturers for their branches, distributors and sales and advertising people. General knowledge and awareness of the promotion by company personnel and most all dealers were tremendously improved through the use of the kits."

This year, Mr. Fenton continues, the broadcasters and manufacturers agreed to share the costs in providing promotional material geared especially for the dealer. Approximately 8,000 kits written in English and 3,000 in French are being supplied, each containing two Canadian Radio Week window streamers, 10 price display cards, radio set sales figures and a sales letter to the dealer outlining why and how he can benefit by tying in with the national promotion.

Kits for Stations

"Again this year we have produced a station promotion kit for distribution to the 149 member stations of BAB," Mr. Fenton adds. "It contains promotion and selling ideas, air promotion copy, facts and figures on radio set sales, window streamers, price display cards, table place mats and various other materials to assist stations in planning and carrying through an effective promotion."

Stations also have a disc of the special Canadian Radio Week jingles which have been used during the past two promotions, as well as several newly recorded jingles. Special programs, contests, audience participation and display tie-ins by various stations are being used to generate public interest in the week and focus attention on it.

Impact and Results

"It is naturally obvious to all concerned," Mr. Fenton reminded CAB members at their annual meeting in March when plans for the promotion were presented, "that the impact and results from the 1959 Canadian Radio Week can be tremendously increased by the wholehearted cooperation and support of all radio manufacturers and radio broadcasters.

"We sincerely and earnestly ask you to do everything you can to make the 1959 promotion a resounding success. We shall certainly do the same." • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

No "Simple Formula" Music & News format here at KFAL RADIO . . .

As always—KFAL offers a diversity of excellent, well-chosen, and carefully produced programs keyed to the desires of Central Missourians in entertainment, information and public affairs. No one type of programming overbalances other choices, and the result is a sparkling variety which encourages many listeners to volunteer a "Well Done" . . Give us more of the same"

This makes the *best of company* for your advertising schedules in a market exposure of over 225 thousand Radio Homes (KFAL Half Millivolt Coverage).

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

KSYL—BAYOU CCA

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Awards, Mr. Sylvan Fox, Manager of Radio Station KSYL, Alexandria, Louisiana, said:—



Sylvan Fox

"We are now in the last days of selling our CCA Campaign here. I am happy to report we've met with tremendous financial success. We have been able to pull accounts to KSYL that we previously could not sell. The comments we have created with the women's organizations and advertisers is already worth the effort we've put into this promotion. We look forward to many CCA Campaigns in the years to come."

COMMUNITY CLUB AWARDS

20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466

NAB ASSOCIATE MEMBER



My Mommy Listens to KFWB

Working mommies or home-type mommies... they all look to KFWB as the daddy of all radio stations in the L.A. area.

Buy KFWB... first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

radio research

Keystone's Rhys Drums Up Support for Regular Measurement Of Small Town Listening

A major radio problem that few people have paid attention to is the need for a more adequate way to measure small town radio listening.

"We have to establish a record of listening to show advertisers and agencies the extensive audience following of small town radio," declares Noel Rhys, executive vice president of Keystone Broadcasting System Inc., which is a network of 1,061 affiliates in predominantly class C and D markets.

"It is not unusual," Mr. Rhys states, "for a small town station to enjoy a 10 or even 15 rating for its local programming. However, there is no way, except in rare instances, to prove this fact to timebuyers."

Occasionally, a small market is included in a much larger area study, he states. But there is no consistent, acceptable measurement of actual listening.

What Mr. Rhys would like to see happen is for one of the major radio research firms to devote effort in this direction. He is sure that stations in small markets would rally to support such a move.

Mr. Rhys makes it clear that, in advocating this move, he is aiming his remarks at the whole base of small town radio, and not solely at the Keystone operation.

He believes that a representative sample of small markets—perhaps 100—could be used in producing the necessary information. There are between 1,500 and 2,000 stations in C and D markets, Mr. Rhys estimates, that are presently not being measured in any acceptable way.

It has placed these stations—and Keystone, too—in the position of selling national business on the basis of market information, rather than station listening patterns. This applies to single station markets, too, where radio listening is expected to be extremely loyal to that particular operation. Keystone reports it has about 700 single-station markets in its affiliate line-up.

"We know," Mr. Rhys states, "that timebuyers rely on Nielsen Coverage Survey to a very large extent in selecting markets in the C and D counties. But NCS is a measurement of *potential audience* and does not reveal *actual listenership*. The intensity of listenership of these local stations is not borne out by a measurement which only reveals the number of the people who at some time during the day, week or month were tuned to a given station.

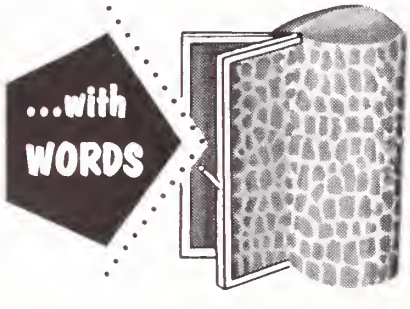


Noel Rhys, executive vice pres.

"This analysis certainly does not report habitual listenership or station loyalty. At the present time, the necessary tools for determining depth listenership in the small town type of radio market is not available.

"Basic station information could be obtained from a representative group of small town and rural stations which would reflect the listening patterns of this type of radio outlet throughout the country. This could, in effect, serve these stations in the same manner that major markets are measured currently." • • •

How to Open Purses



KHOW knows how. First, have a large, responsive, adult-minded audience *listening*. KHOW has it!
Then, deliver each commercial message with the kind of honest enthusiasm and conviction that open minds...and purses. KHOW does it!



Discover how KHOW can serve you. Call Peters, Griffin, Woodward, Inc., National Representative.

KHOW
RADIO • 630 on the dial
5,000 watts • DENVER
SINCE 1925, THE RADIO VOICE OF DENVER

Articles Of Major Interest Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



- **RADIO: The Way to Food Shopper's Heart**
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Teenagers are Radio's Small Fry**

For further information, write—

Reprints
U.S. RADIO
50 West 57th Street, NYC 19.

For future articles that really "dig" into the depths of sound radio advertising . . . be sure you see each monthly issue of U.S. RADIO.

Enter Your Subscription Today
$3 For 1 Year
$5 For 2 Years

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

Type of Business_____

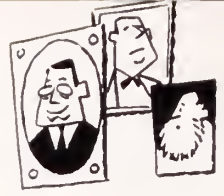
☐ Company or

☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

RUTH J. CERRONE, a copy supervisor in the New York office of Kenyon & Eckhardt Inc., BRENDAN J. BALDWIN, associate media director from K&E, Detroit, ALAN POTTASCH, account executive, and LAWRENCE C. PUCHTA, senior account executive, elected vice presidents. Also, JOHN HUGHES, formerly timebuyer at Cunningham & Walsh Inc., New York, appointed broadcast buyer in K&E's media department.

JOAN CHAMBERLAIN, copy supervisor at Ogilvy, Benson & Mather Inc., New York, to a vice president.

E. SYKES SCHERMAN, Compton Advertising Inc., New York, account executive, elected a vice president.

MARSHALL HAWKS, radio-tv director at Emery Advertising Corp., Baltimore, elected a vice president.

HOWARD FISHER, formerly radio-tv director at Rogers & Smith Advertising, Dallas, named a vice president and account executive. SHELDON KAPLAN replaces Mr. Fisher.

NORMAN FRANK, Lynn Baker Inc., New York, director of radio-tv, appointed a vice president.

CARL RIGROD, radio-tv director at Donahue & Coe, New York, elected a vice president.

AL BUFFINGTON, formerly vice president-production for Fidelity Films, Hollywood, appointed creative director at Beckman, Koblitz Inc., Los Angeles.

ARTHUR S. GEE, formerly media group supervisor at Erwin Wasey, Ruthrauff & Ryan Inc., New York, named media director.

TOMMIE DEANS, formerly media director at Tandy-Richards Agency, Toronto, appointed media manager of the Toronto office of BBDO.

STATIONS

HERBERT E. EVANS, vice president and general manager of Peoples Broadcasting Corp., Columbus, O., named president.

DALE COWLE, formerly promotion manager of KDAL Duluth, Minn., named executive vice president-general manager of KBIZ Ottumwa, Ia.

ROLLAND V. TOOKE, Cleveland area vice president of Westinghouse Broadcasting Co. in charge of KYW-AM-TV, promoted to executive vice president of WBC.

PAUL E. MILLS appointed managing director of WJW Cleveland. He was formerly midwest television sales manager of Westinghouse Broadcasting Co.'s Chicago office.

DANIEL DIENER named vice president and general manager of WUST Washington.

FRANK W. CRANE, general manager of Imperial Broadcasting System Inc., Riverside, Calif., elected vice president.

DON KEYES, vice president-national programming for the McLendon Corp., Dallas, elected assistant to the president.

LARRY COOPER promoted from public affairs director to program director of KMOX St. Louis. Also, PAUL DOUGLASS named sales development manager.

JAMES A. YERGIN promoted from advertising manager for WOR-AM-TV to director of advertising and promotion.

LUTHER G. BASSETT rejoins WSAI Cincinnati as national sales manager after being on temporary assignment as general manager of KBUZ Phoenix.

TED SCHNEIDER, director of news and special events at WMGM New York, appointed sales service manager.

TED OBERFELDER, owner and president of WKIX Raleigh, appointed retail sales manager of WINS New York.

FRED HAGGERTY, former general manager of WSKI Montpelier, Vermont, appointed station manager of WFPG Atlantic City.

RICHARD W. GESSNER, formerly on the sales staff of WIP Philadelphia, appointed station manager of WKAL Rome, N. Y.

REPRESENTATIVES

G. WILLIAM BOLLING III, formerly in charge of the West Coast operations of The Bolling Co., New York, promoted to company vice president and assistant to the president, and also named president of the radio division.

LLOYD A. RASKOPF appointed New York sales manager and NINA FLINN named assistant to the director of sales development.

SAM BROWNSTEIN, sales staff of Broadcast Time Sales, promoted to national sales manager.

MICHAEL CAMPBELL, formerly manager for CBS Radio Spot Sales, named assistant to the general manager. Also, GEORGE R. SWEARINGEN JR., formerly sales manager for the Atlanta office, named account executive in New York.

NICHOLAS R. MADONNA, formerly with NBC Radio Spot Sales, and WILLIAM E. KELLEY, formerly with Storer Broadcasting Co. as national sales manager for WSPD-TV Toronto, named account executives with AM Radio Sales Co., New York.

JERRY CRONIN, formerly in radio sales at KBUC Corona, Cal., has joined the San Francisco radio sales staff of The Katz Agency.

NETWORKS

LEON LUXENBERG promoted from presentation writer in advertising and promotion department to director of sales presentations for CBS Radio.

ROBERT R. PAULEY, account executive, named eastern sales manager of ABC Radio.

INDUSTRY-WIDE

BOYD W. LAWLOR appointed national sales manager of Community Club Services Inc., New York. Mr. Lawlor was midwest sales manager.



Rigrod



Mills



Yergin



Brownstein



Lawlor



Cerrone



Buffington



Pauley

"...an investment that makes all other investments worthwhile"



JOHN COLLYER
Chairman of the Board
The B. F. Goodrich Company

"For much of our nation's progress, technologically, economically and socially, we must look to the excellence of our institutions of learning, whose students of today will be the scientists, the managers, the statesmen and the cultural and religious leaders of tomorrow.

"It is the responsibility of the American people and American industry to provide the financial aid so urgently needed now by our colleges and universities.

"Join this important crusade. Contribute today to the university or college of your choice. You will be making *an investment that makes all other investments worthwhile.*"

If you want more information on the problems faced by higher education, write to:
Council for Financial Aid to Education, Inc., 6 E. 45th Street, New York 17, N. Y.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

HIGHER EDUCATION
KEEP IT BRIGHT

ADVERTISING COUNCIL · PUBLIC SERVICE ·

EDITORIAL



. . . the local-national link

OUTSTRIPPING OTHER MEDIA

Exciting in present-day radio is the continuing upshoot of local billings (see *Local Radio Phenomenon,* p. 21). Such revenue has increased 28.2 percent from 1951 through 1958.

This growth has far outstripped the local gains made by other media. It is something advertisers and agencies on the national level should examine thoroughly. The consumer is the one who buys goods and services locally. He is the one reached by mass media locally where he lives, whether it be television, newspapers, magazines or radio.

It follows that the same means that can cause a retailer's sales to increase can be substituted with a national advertiser's message and have similar results.

REASONS ADD UP TO ONE

There are many reasons for the hometown strength of radio. These are outlined in the aforementioned story. Briefly, the local retailer or distributor knows his local media and what they can do for him.

Radio has taken a back seat to no medium in becoming a part of the community's civic and business life. Programs and promotions cater to local listener involvement.

But all the reasons that can be enumerated and analyzed add up to the most important: Radio sells, justifying continuing expenditures.

What potential national radio users should explore is not only the success many local brands have in competition with national clients, but also the basic sales job that radio does for the corner merchant.

There are growing signs that large agencies are becoming aware of the link between local and national use. Among the things that some agencies would like to see stations provide is more information on local sales (see *Report from Agencies,* p. 64).

A study by national clients of radio's sales effectiveness on the hometown scene will turn up the conclusion that when it comes to media effectiveness and efficiency, the advertising values of radio cannot go unnoticed.

NATIONAL RADIO MONTH

Amid all the planned excitement and hoopla of National Radio Month, it is an appropriate time of the year to take a look at the *business* of radio.

The theme of the month, "Radio . . . Always in Tune With You," is appropriate. But, in addition to telling this story to listeners, greater emphasis should be placed on showing advertisers and agencies how radio is in "tune" with their sales objectives.

The H-R "Operation Groundswell" promotion, which coincides with National Radio Month, is a good example of how stations can stimulate both local and national advertiser interest in the sound medium (see *Local Radio Phenomenon,* p. 21).

Furthermore, rather than abandoning Radio Month promotion when May is concluded, this basic job of telling the radio story should be carried on the next 11 months of the year.

Radio men know the job their medium is doing. Advertisers and their agencies must be continually informed of the programming and sales story.



...and let STANDARD SE ELECTRONICS solve your **FM** problems!

Getting on the air at minimum cost

S-E 250 watt FM Multiplex Transmitter economically puts you on the air **now** with a high-quality signal, simplex or multiplex, lets you "Add-A-Unit" for higher power **later.** Available soon, **S-E 1 kw FM Multiplex transmitter.**





Putting more punch in your signal

S-E 3 kw Amplifier uses your present low-power transmitter as a driver, has minimum requirements in the way of space, power consumption, operating and maintenance attention. Available soon, **S-E 10 kw Amplifier.**

Getting on the air with a powerful signal

S-E 3 kw FM Multiplex Transmitter takes less space than comparable equipment, can't be surpassed for signal quality, operating simplicity, all-around economy. Available soon, **S-E 10 kw FM Multiplex Transmitter.**





Updating your present transmitter

S-E FM SERRASOID® Multiplex Exciter replaces modulator panels in old Western Electric or similar FM transmitter to bring performance up to present-day standards.

®TRADEMARK REGISTERED U. S. PATENT OFFICE

FM, AM and TV transmitters and auxiliary equipment manufactured by

STANDARD ELECTRONICS

Division of

RADIO ENGINEERING LABORATORIES, INC.

29-01 Borden Avenue, Long Island City 1, N.Y. STillwell 6-2100 Teletype NY4-2816

Distributed throughout Canada by NORTHERN ELECTRIC CO., LTD. and Overseas by CBS INTERNATIONAL

WHAT WOULD YOU DO IF YOU RECEIVED 6,137 BIRTHDAY GREETINGS?

Torey Southwick of KMBC-KFRM acknowledged each one by mail . . . and mapped the towns to show his program's coverage!



Thirty-nine months ago, radio listeners to KMBC-KFRM were first captivated by a new personality on these pioneer Kansas City stations. His name: TOREY SOUTHWICK who, with his sidekick, Ol' Gus (a second voice done by Southwick), launched his "Time for Torey" program from 7 to 9 a.m., Monday through Friday. On these same five days, he does the "Torey Southwick Show" from 3 to 4:30 p.m.

A speech major from Wayne State University, Detroit, Southwick added to an already-established morning program format of tuneful, wake-up music, time signals, temperature reports, news and sports, that indefinable element known as "personality", to make his shows the most listenable in Kansas City. His afternoon show features the "Top Ten Thousand Tunes" with selections from the best current albums and the old standards.

Listeners love his programs . . . advertisers clamor for spots on his shows . . . people consider Ol' Gus an actual person. The Mayor of Kansas City chose this program as the ideal spot within which to air his daily "Morning Report" to his many neighbors in Kansas City, western Missouri and the state of Kansas.

Recently, KMBC - KFRM celebrated Torey's birthday — and 6,137 listeners sent friendly birthday cards to him.

"SOUTHWICK SHOWS" STACK UP SALES AND SATISFACTION!

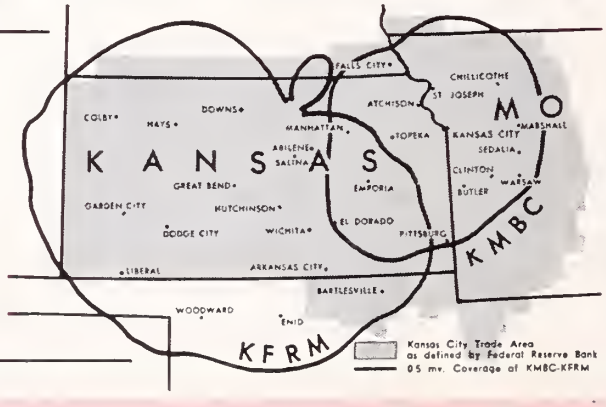
Torey's shows fit precisely into our KMBC-KFRM programming concept: to entertain, to inform and to serve. So that you may appreciate the terrific impact of advertising via KMBC-KFRM on this important 17th market, *write us for Torey's own mail map showing origins of his thousands of cards.*



These two little lodies sondwich Ol' Gus ore Torey's doughters, Te left, ond Goyle. The girls hove be doing Doddy's Show on Christn morning the post two yeors o loving it! (Ol' Gus loves the ott tion he's getting here, too!)

Check NOW on "Avails" . . . Get KANSAS Coverage FREE!

Get on one of the two "TORRIFIC" TOREY SHOWS as soon as possible, and spread your message throughout the powerful KMBC-KFRM BONUS range (western Missouri and ALL of the state of Kansas.) BUY KMBC, GET KFRM FREE! Call your colonel at Peters-Griffin-Woodward, Inc., *today for Torey!*



- Note how closely KMBC-KFRM coverege fits huge Konsos City trode orea os defined by industriol economists of 10th District Federol Reserve Bonk. Neorly 4 million persons — more thon 1¼ million fomilies — with buying power exceeding $6½ billion onnuolly!

Basic ABC Affiliate

KMBC of Kansas City – KFRM for the State of Kans

The Heart-of-America's TOPularity Stations

. . . and in television, the Swing is to **KMBC-TV,** Kansas City's Most Popular and Most Powerful TV Statio

r buyers and sellers of radio advertising

U.S. RADIO

VOL. 3.—NO. 6

JUNE
1959

35 CENTS

RADIO
t Really Means
ncies, Clients
page 27

O STORY
s in Store When
ally 'Arrives'
page 36

K STRATEGY
rm Radio Use
in Five Years
page 40

G RADIO
ency Men Assume
tation Manager
page 44



ed Manley
zer & Co. Knows
How Radio Sells
Farm Products
page 32

Five more big producers join AM Radio Sales

...all independent, music-news-service stations of the Westinghouse Broadcasting Company, Inc....each a big sales producer in its market! Call AM for radio that produces in 14 vital markets—including 8 of the top 11. You get marketing know-how, complete spot package plans, fastest service in the business from AM. ***If it's AM...it's in time!***

AM RADIO SALES: New York WMCA / Chicago WIND / Los Angeles KMPC / Detroit WCAR / Boston WBZ+WBZA / San Francisco KSFO / Pittsburgh KDKA Cleveland KYW / Minneapolis WLOL / Portland, Ore. KEX / Phoenix KOOL / Tucson KOLD / Fort Wayne WOWO / (Cincinnati WCKY Midwest / West Coast only)

JULY FIRST
IS THE DAY



LIBRARIAN-RESEARCH DEPT
NATL ASSN OF BROADCSTRS
1771 -N- ST NW
WASHINGTON 6 D C SUB 2
USR D5-19-D8-1276-NOR

Habitat All Kansas

WIBW makes its home in kitchens, living rooms, barns and farrowing houses throughout ALL KANSAS

More Kansas farmers listen to WIBW than to any other station. They rightly consider WIBW as *their* station.

These farmers must keep abreast of the latest market reports, the most factual weather reports and forecasts, the most up-to-the-minute farm news (and the homiest neighborhood gossip).

That's why they depend on WIBW.

—*Because WIBW is always on top of the farm picture.*

—*Because WIBW is the station they know they can trust.*

Your farm advertising dollar will reach more "Homes of Believability"

—*Because Kansas farmers rely and depend on and trust WIBW.*



The "Most Visitin'" Men in all Kansas

Wilbur Levering and Charles Ross, WIBW farm directors, were invited into 123,340 Kansas farm homes last year.* They also chatted with farmers at a host of dealer meetings, farm meetings and field demonstrations as they logged 25,000 miles. Wilbur and Charles are the most authoritative farm directors in all Kansas. When they report on the markets, the weather, new farm practices and national and local farm news . . . they're believed and trusted. That's why their commercial messages carry conviction . . . because Kansas farmers know they can believe and trust Wilbur Levering and Charles Ross of WIBW.



WIBW

The Voice of Kansas...Topeka

Blankets All Kansas During Prime Farm Listening Time

5:30-7:15 a. m. 11:30-12:30 noon

Represented by Avery-Knodel, Inc.

Thad M. Sandstrom, G. M.

We've Proved Our Value to These Farm Clients:

Allied Chemical, Carey Salt, Gooch Feeds, Standard Oil, Sheffield Steel, International-Harvester, Massey-Ferguson, Myzon, Pioneer Corn, Ralston-Purina, DeKalb, Spencer Chemical.

* *Nielsen #2—WIBW reaches 429,000 persons on 123,340 Kansas farms having a gross income of $8,997.00 per farm.*



WeeReBel, Columbus, Ga., shows replica of Confederate Uniform to Mary Dwyer, time buyer, Kenyon & Eckhardt, Inc., New York.



Have you heard what the WeeReBel said to Kenyan & Eckhardt?

"You'll miss the highest per family income in Georgia, if you don't put Columbus on your schedule," the WeeReBel said. Metropolitan Columbus' family income is $7562 annually compared to the Georgia figure of $4955. And 83% of the families in this high-income area own TV sets. They view WRBL-TV the most! Check HOLLINGBERY for availabilities on WRBL-TV and WRBL Radio.

WRBL

TV-CHANNEL 4

RADIO – 5000 WATTS

COLUMBUS, GA.

Represented by George P. Hollingbery Co.



Before you finish reading— another will die needlessly!

What WGN-Radio is doing about it!

Over one hundred people every day are killed on our nation's highways. A death rate so alarming—that it has become one of the most pressing problems confronting our country. Top priority has been given to the President's highway program. Numerous road improvements have been enacted by the states. Police patrol has been extended to the maximum. But *still* the needless slaughter goes on!

In line with *doing something* to stem this terrible tide WGN Radio conceived and instituted "Signal Ten"—a documentary radio program taken from on-the-spot tape recordings of State Police work. *Intense—instructive—penetrating*—"Signal Ten" dramatically portrays traffic violations and their impending dangers *as they actually occur*. And WGN Radio pinpointed the problem further by taking its own survey of traffic conditions before selecting the target areas for its programming. Then to broaden the scope of this much needed safety service, WGN Radio made "Signal Ten" available to 17 other midwestern radio stations.

It is for this kind of sustained public service that WGN Radio was chosen as the *only* radio station over 1000 watts, to receive the coveted Alfred P. Sloan Award for promoting highway safety.

This, we believe, is an outstanding example of how WGN Radio is fulfilling its dedicated purpose of "Serving all Chicagoland" better.



WGN-RADIO

The greatest sound in radio
441 North Michigan Ave. • Chicago 11, Illinois



Radio's Barometer

$641,000,000 '58 Radio (NAB est.-gross)

142,600,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

3,597,676 Sets Made (Jan.-March—EIA)

3,955 Stations on Air

Spot: An increase of more than six percent in spot radio spending by cigarette marketers for the first quarter of 1959 compared with the same period last year has been reported by Radio Advertising Bureau. The top five spot radio spenders during this period are: Liggett & Myers, $1,440,221 (increase of one third over last year's quarter); R. J. Reynolds, $898,063; P. Lorillard, $650,973 (more than double the 1958 quarter); American Tobacco, $596,792, and Philip Morris, $394,335 (more than 10 times the 1958 quarter).

Total spending on 562 stations in the top 100 markets by these five cigarette firms, according to RAB, was $3,991,138 for the first quarter, a 6.2 percent jump over 1958. RAB cautions that the figures do not necessarily reflect total radio activity by these firms, but measure their activity in these 100 markets.

Network: NBC Radio and CBS Radio both report recent heavy sales. NBC received $2,734,255 in new business from 20 clients in a one-month period. CBS has a $1.1 million renewal from the William Wrigley Co. and a half-million dollars in new business. (See *Report from Networks,* p. 71.)

Local: Three stations—KXOA Sacramento, Calif.; WIL St. Louis, and KLIF Dallas—report billing increases. KXOA declares that April business was the largest in its history, with both national and local setting a new record. Local business was 38 percent over April last year, and national had an increase of 67 percent. Business for the first four months of 1959 increased 44 percent over the same period in 1958. WIL reports a 142 percent increase for the first quarter of 1959 compared with last year. March 1959 showed a 169 percent increase over March 1958. KLIF says that April was the best month in its 12-year history. April billings were up more than 15 percent over the previous record month.

Stations: The number of am and fm stations on the air as of mid-May totaled 3,955, an increase of 17 (10 am and seven fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,354	601
Applications pending	491	54
Under construction	123	143

Sets: Total radio set production including car radio for March was 1,347,554. Three-month total was 3,597,676. Total auto radio production for March was 511,219. Three-month total was 1,363,822. Total radio set sales excluding car radios for March was 515,563. Three-month total was 1,690,941. Fm production for March was 32,994 (See *Report on FM,* p. 72.)



pulls

*"First All Day" rating!**

*"Most listened to"... and hottest of any as indicated by recent audience studies!

Top personalities and *best news coverage* . . . local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater *cumulative* audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

to sell the most Hoosiers be sure your product is cooking in the hottest pot!

1260 RADIO
WFBM
INDIANAPOLIS

Represented Nationally by the KATZ Agency

for buyers and sellers of radio advertising

U.S. RADIO

JUNE - 1959 VOL. 3 - NO. 6

. . . IN THIS ISSUE . . .

Change Down on the Farm 27
12-Page Study Analyzing What Farm Radio Means to Advertisers, Agencies.
Special Highlights:
- Programming Trends and Services
- Sales Effectiveness for Both Consumer and Farm Products

Pfizer and Farm Radio 32
How the Local Touch Boosts Acceptance of Agricultural Products

Is Stereo for Real? 36
What's in Store for Programming If Stereo Gains Full Acceptance?

Radio Works for Merck 40
Radio Use Has Doubled in Five Years As It Sells Firm's Farm Products

Question and Answers 44
How Two Agency Executives Would Sell Radio If They Were Station Managers

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	73
BPA Memo	66	Report on Fm	72
Commercial Clinic	64	Report from Networks	71
Editorial	76	Report from RAB	68
Focus on Radio	46	Report from Representatives	69
Hometown U.S.A.	62	Silver Mike	21
Letters to Editor	24	Soundings	7
Names and Faces	75	Station Log	65
Radio Registers	67	Time Buys	10
Radio Research	74	Washington	19
Report from Agencies	70		

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Catherine Scott Rose *Business Manager*
Jonah Gitlitz *Managing Editor*
Rollie Devendorf *Art Editor*
Carol Murdock *Senior Editor*
Stan Walker *Assistant Editor*
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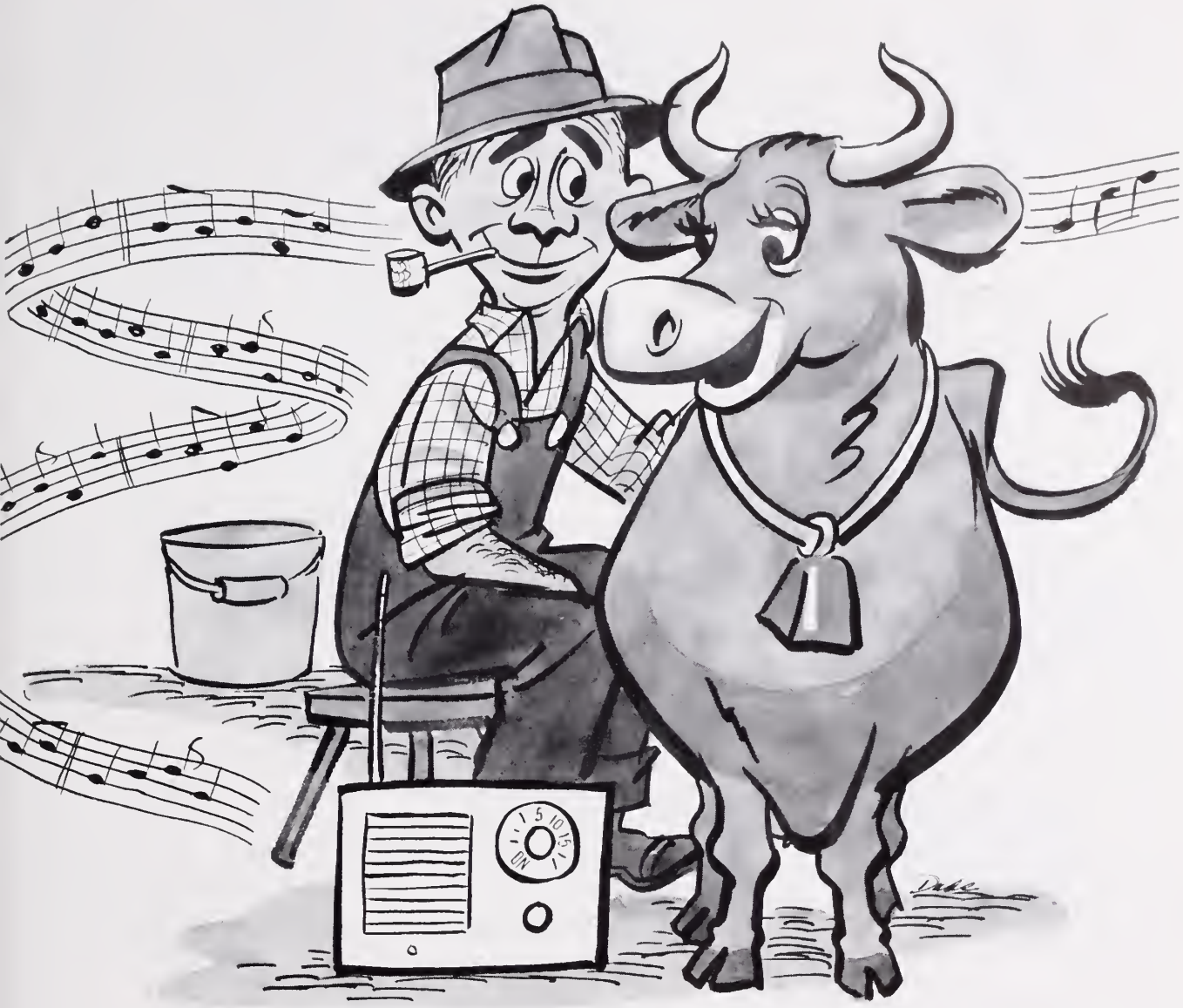
West Coast Representative—
Whaley-Simpson Company
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Los Angeles 28, HOllywood 3-7157

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Here's how to reach 'em...down on the farm!

Gross farm income for 1958 exceeded 38 Billion dollars. Big . . . and getting bigger. A great market . . . a vital market for all products of American industry. How to reach this able-to-spend, anxious-to-buy market? Keystone Broadcasting System's 1067 affiliated, locally programmed radio stations reach 86% or 4,113,753 farms at *the local level!*

821 of Keystone's affiliates broadcast farm programs daily directed to the local farmer.

We'll be happy to send you our up to date Farm Market Analysis. Write us today!

Send for our new station list

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STate 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

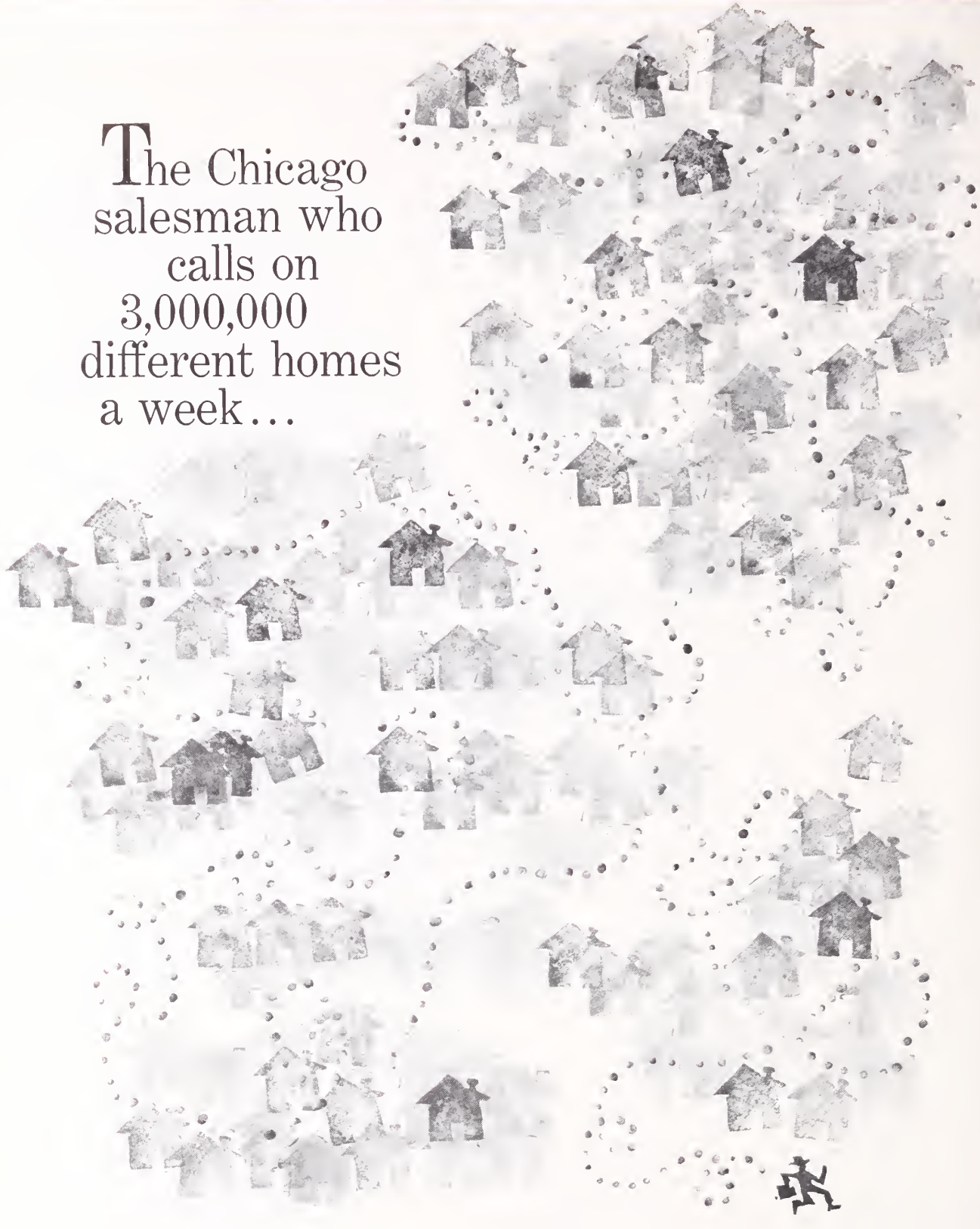
- **TAKE YOUR CHOICE.** A handful of stations or the network . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.

N E W S

KBS Keystone BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

The Chicago salesman who calls on 3,000,000 different homes a week...



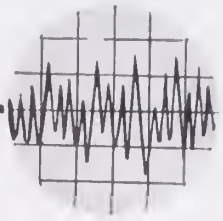
EXPENSE ACCOUNT: 28¢-PER-THOUSAND! Difficult for the ordinary drummer. *Easy* for WMAQ! Any advertiser who buys a full-rotation, morning-afternoon-night, schedule on WMAQ can expect to reach almost 1½ million different homes during an average day—34.6% of *all* Metropolitan Chicago radio homes. In an average week, his selling messages will be heard in more than 3 million different radio homes—70.6% of those in Greater Chicago. *All for as little as 28¢-per-thousand-homes!** ■ Don't knock yourself out beating down the doors in this station's market. WMAQ will be happy to open them for you!

NBC RADIO IN CHICAGO · SOLD BY NBC SPOT SALES

**Chicago Cumulative Pulse Audience, Jan. '59*

WMAQ

soundings



Advertisers Hear The Real Farm Story

A special appeal to advertising executives is unveiled this month at the New York convention of the National Association of Tv & Radio Farm Directors (June 17 through 20). Special emphasis is placed on the fact that the farmer is not only a big purchaser of farm products, but also a large-volume buyer of standard consumer items. It is noted, for example, that the farmer is the biggest user of rubber and petroleum products. (See *The Change Down on the Farm,* p. 27.)

Move by Blair Underscores Need for Creative Selling

Expanded role of the spot radio sales development department at John Blair & Co. incorporates that unit into the new Creative & Marketing Services Division. Emphasizing the power of radio to establish an "air trademark," the division will be headed by Clifford J. Barborka Jr., vice president. He moves to New York from Chicago where he was manager. Thomas C. Harrison of the Blair office in New York has been elected a vice president and takes Mr. Barborka's place in Chicago. Al Long, present sales development director, assumes Mr. Harrison's position on the New York sales staff.

Programming Ideas Abound At Second D. J. Convention

The backbone of radio—programming—received most of the attention on the agenda of the "Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention," sponsored by the Storz Stations. Held in Miami Beach over the Memorial Day weekend, the meeting covered a wide range of topics, such as music, records, personalities, news and ratings.

Two Stations Cut Spots And Raise Their Rates

Is this a trend? More evidence is needed to answer the question, but WQXR New York and WCRB Boston are convinced they are on the right track in reducing the number of spot availabilities and simultaneously raising their rates. WQXR is withdrawing 300 availabilities a week from its 19-hour broadcast day, providing about 850 spot openings. Its spot rate, effective June 1, is up about 20 per cent for both day and night. WCRB is withdrawing 150 spot availabilities each week, promising no double spotting, and has raised its rates 15 percent.

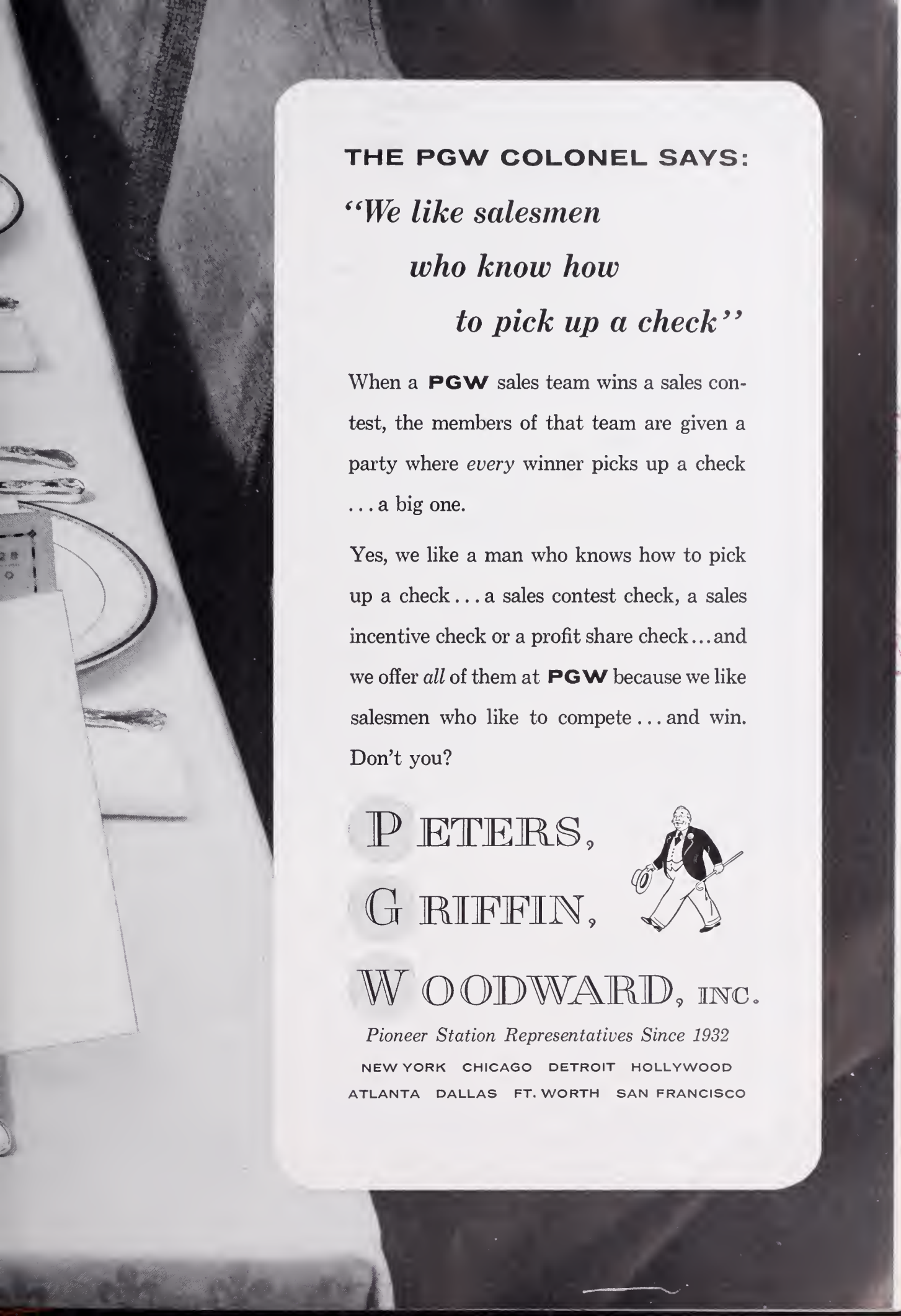
Another Step Taken In Simplifying Rate Cards

To cut paperwork confusion in the buying of spot radio, the new rate card of WIP Philadelphia combines all charges—time, music, copyright, news and talent—into each price, completely commissionable to the advertising agency. "We believe this should set a trend toward simplifying the buying of spot radio," says Ralf Brent, vice president and director of sales.

AIMS' Stations See Growth of 'Talk' and News Shows

Among the many facets of programming that were discussed at last month's meeting of the Association of Independent Metropolitan Stations were the trends toward "talk" and conversation shows and the continuing expansion of radio news coverage. AIMS' stations also see "considerable" pick-up in spot business.


PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17, N. Y.
No 14
PAY TO THE ORDER OF
Richard
PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17, N. Y.



THE PGW COLONEL SAYS:

"We like salesmen who know how to pick up a check"

When a **PGW** sales team wins a sales contest, the members of that team are given a party where *every* winner picks up a check . . . a big one.

Yes, we like a man who knows how to pick up a check . . . a sales contest check, a sales incentive check or a profit share check . . . and we offer *all* of them at **PGW** because we like salesmen who like to compete . . . and win. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

WPTF
Raleigh-Durham
the Nation's
28th
Radio Market
has Greater
FILLING
STATION
SALES
than the 6th
Metropolitan
Market



28th Radio Market - WPTF
$233,368,000
28th Metropolitan Market
$51,533,000
6th Metropolitan Market
$196,008,000



WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham
and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

American Airlines Inc.

Agency: *Young & Rubicam Inc., New York*

Besides moving to renew its *Music 'Til Dawn* program currently on nine CBS stations (see *Time Buys*, May 1959), American is now giving consideration to its daytime schedules. Y&R, which didn't take over officially as new agency until June 1, acted a week early for the client to renew its spot campaign in the Dallas-Fort Worth area. Don Hinton is timebuyer.

American Export Lines Inc.

Agency: *Doyle Dane Bernbach Inc., New York*

Product: SEA TRANSPORTATION, CRUISES

Fm stations here and foreign-language stations in Canada are among prime prospects for the shipping line's summer advertising to travel-planners. A current buy on WQXR New York includes a 13-week sponsorship of *Music of the Mediterranean* plus a supplementary schedule of spots to be carried between May 28 and August 20. The agency is reported to regard fm as a logical direct channel to the man or woman who can afford to travel and is interested in related information. Jean Jaffe is timebuyer.

Arnold Bakers Inc.

Agency: *Kudner Agency Inc., New York*

A basic schedule which started May 4 and will continue until the end of the year is being supplemented with summer buys of 4 to 13 weeks in selected markets such as resort areas. This extra coverage will vary in frequencies. The sustaining campaign is "heavy" in major cities from Washington, D. C., to Boston. Mal Murray is timebuyer.

Boyle-Midway Inc.

Agency: *J. Walter Thompson Co., New York*

Product: BLACK FLAG INSECTICIDE

As of the first of June, the bug-killer is supplementing its other advertising schedules with a light dose of radio in a limited number of markets. Its air time will continue through the summer.

Bristol-Myers Products Division

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: AMMENS MEDICATED POWDER

This skin-care product aims to catch the ear of listeners in 10 major markets via a 13-week schedule of announcements which started May 20. Frequencies, depending on the market, range from 20 to 40 a week. Bob Widholm is timebuyer.

Church & Dwight Co.

Agency: *J. Walter Thompson Co., New York*

Product: ARM & HAMMER (Cow Brand) BAKING SODA

Promoting baking soda's "place in the sun" as well as the kitchen, the company goes on the air June 27 in 50 markets with a heavy schedule of weekend minutes to point up its product's value in treating sunburn and other skin irritations. The schedule will run till August 2 on several stations per market. Carrie Senatore is timebuyer.

Dro Inc.

Agency: *Kenneth Rader Co., New York*

Products: DRO, #49, DROMOTH INSECTICIDES, DRO-AIR DEODORIZER

An intensified air campaign now underway in the New York area is expected to expand soon to include the rest of the firm's marketing area (from Connecticut to Washington,

(Cont'd on p. 12)



Only WCCO Radio delivers...

THREE TIMES MORE LISTENERS in the rural Northwest than all other Minneapolis-St. Paul stations *combined!*†

MORE MARKET . . . 231,900 farm families throughout 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota who enjoy a gross annual income of $1.7 billion.

MORE ACCEPTANCE through the helping hand of vital farm, weather, and market information provided by Maynard Speece and Jim Hill on 50 programs every week. Only Twin Cities station with a complete farm service department. Call or write for full facts.

Nothing sells like acceptance . . .

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

† Nielsen Station Index, Jan.-Feb., 1959 / Station Total, 6:00 AM-Midnight, 7-day week.
Audience in vast Northwest beyond Twin Cities Metro Area

In San Antonio...



IF YOU WANT TO REACH WOMEN KONO'S GOT THE MOST!

KONO . . . . . 7,892 WOMEN*
Sta. "A" . . . . 4,992 WOMEN*
Sta. "B" . . . . 4,967 WOMEN*

In San Antonio...



IF YOU WANT TO REACH MEN KONO'S GOT THE MOST!

KONO . . . . . 4,708 MEN*
Sta. "A" . . . . . 2,875 MEN*
Sta. "B" . . . . . 2,892 MEN*

In San Antonio...



IF YOU WANT TO REACH 'EM ALL KONO'S GOT THE MOST!

KONO . . . . . 15,925 PEOPLE*
Sta. "A" . . . . 10,142 PEOPLE*
Sta. "B" . . . . 8,608 PEOPLE*

*Audience figures compiled from Pulse Audience Compasition study for March, 1959. 6 a.m. ta 6 p.m. hourly overoge, Mondoy through Friday.

For a complete repart of Audience Campositian by hours . . . call your

KATZ AGENCY
Representative

KONO
Jack Roth, Monager
P. O. Box 2338, Son Antonio, Texas

time buys

(Cont'd from p. 10)

D. C.). The number of announcements are currently being increased each week on seven stations in New York City, Long Island and Westchester; plans call for a total of 300 spots a week by July 1. Three-fourths of the announcements are minutes, the remainder are 30-seconds. Kenneth Rader handles the buying.

Esso Standard Oil Co.

Agency: *McCann-Erickson Inc., New York*

Products: GASOLINE AND MOTOR OIL

Intensifying its year-around use of radio, the company is making heavy use of the medium on weekends for the rest of the summer. New schedules started the last of May; the spot buys are designed to catch the weekend and holiday driver in Esso's 18-state market east of the Mississippi. Sy Goldis is timebuyer.

General Foods Corp.

Agency: *Young & Rubicam Inc., New York*

Products: CERTO AND SURE-JELL

These home canning ingredients are being brought to the attention of housewives in 10 major markets via a series of two-week flights, first of which started June 1. Daytime minutes are being used on a frequency of 10 to 12 a week per market as canning seasons for various jam-and-jelly fruits get underway. Polly Langbort is timebuyer.

General Motors Acceptance Corp.

Agency: *Campbell-Ewald Co., New York*

Product: AUTOMOBILE FINANCING SERVICE

Emphasis is on information in the time segments being sponsored by GMAC in 126 markets throughout the country starting in June. A series of traffic-condition broadcasts is being aired by the company in 24 cities (including New York and Philadelphia); a minimum of 20 such reports will be given for 16 weekends. In the remainder of the markets, 5-minute newscasts are being sponsored—10 each weekend. Jack Blomstrom is media director for the agency's New York office; Rena Mayer is timebuyer.

Liggett & Myers Tobacco Co.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: L & M CIGARETTES

Reportedly one of the heaviest spot radio campaigns to hit the air waves in a long time starts this month, continues for ten weeks in markets throughout the country. Jim Clinton is the timebuyer.

The Nestle Co.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: NESTEA

Mid-June is the starting date for a series of announcements to be carried throughout the summer in "a few" southern markets. Minutes are being used. Dorothy Medanic is timebuyer.

Phillips Petroleum Co.

Agency: *Lambert & Feasley Inc., New York*

Products: GASOLINE AND MOTOR OIL

Selecting radio-on-wheels as the channel by which to reach the motorist, the firm is saturating between 35 and 40 markets with one-minute announcements during traffic times and weekends. The schedule, which will run for 21 weeks, is being placed in several flights, the first of which

(Cont'd on p. 14)

A good SALESMAN is more believable...

and so is a good STATION!



CITY people, farmers, *everybody believes* a sincere, established salesman more readily than a fast-talking Johnny-Come-Lately.

This is exactly why WHO Radio *sells* better. For generations WHO has been known and respected throughout Iowa — and Iowans *believe what they hear* on WHO Radio. We make every effort to keep this confidence by providing them with outstanding professional programming — the *best* in news, sports, entertainment.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

Next time you consider radio — radio with the same outstanding qualities you demand in a salesman — remember to ask PGW about WHO, the very best there is in Iowa radio!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport



Peters, Griffin, Woodward, Inc.
National Representatives

welcome
to
five
new

RADIO PRESS

stations

Radio Press takes pleasure in announcing the addition of five new subscribers.

WEJL, Scranton
KWBB, Wichita
WCFR, Springfield, Vt.
WWNH, Rochester, N. H.
WLNH, Laconia, N. H.

NEW QUARTERS: Radio Press has moved to larger, permanent quarters with the most modern, up-to-date electronic equipment and a self-contained communications center to better serve our clients. Address remains the same. Write, call or wire for free booklet.

RADIO PRESS

18 East 50th St., N. Y. 22, N. Y.

PLaza 2-0650

George Hamilton Combs, President

time buys

(Cont'd from p. 12)

started May 4. William Millar is timebuyer.

Rayco Manufacturing Co.

Agency: *Mogul Lewin Williams & Saylor Inc., New York*

Product: MUFFLERS, AUTO SEAT COVERS

Keeping company with the prospective buyer while he drives, Rayco will be on the air all summer in a campaign that includes about 60 leading markets, with multiple stations in most of them. Frequencies vary from 10 to 90 one-minute announcements per week per market. Schedules start in June. Lynn Diamond is timebuyer.

Remington Rand Div., Sperry Rand Corp.

Agency: *Young & Rubicam Inc., New York*

Product: ELECTRIC SHAVER

Taking an unaccustomed dip into radio, principally to test a new musical commercial, the company will be evaluating sales results with an eye to possible future plunges into the medium. The current test consists of a light schedule in about 20 major markets; it started in mid-May, will run several more weeks. John Warner is timebuyer.

Revlon Inc.

Agency: *C. J. LaRoche & Co., New York*

Product: SUN-BATH

Pallid citizens heading for the beach will be the objective of an intensive "sun-spot" on radio by Revlon in promoting its tanning lotion. A heavy schedule of minute and 10 second ID's opens up June 19 in 13 major sun bathing areas (a fourteenth, Los Angeles, has been hearing the word since May 22). The Friday-through-Sunday paterns will continue for three weeks, during the period when a majority of the season's sales of sun preparations are reported to be made. Lionel Schaen is the timebuyer.

Seeman Brothers Inc.

Agency: *Anderson & Cairns Inc., New York*

Product: WHITE ROSE TEA

Radio is due to blossom forth with a heavy schedule of announcements for this product about July 1 in the New York area, according to plans now being made. Initial coverage will be held to the present Greater New York distribution zone for White Rose. Vic Seydel handles the buying.

Time Inc.

Agency: *Young & Rubicam Inc., New York*

Product: LIFE MAGAZINE

Multiple stations in 10 major markets across the country are carrying a month-long aerial promotion for the publication. The campaign, which started May 26, calls for 150 to 200 announcements per market; 10-second time spots are being used. Concurrently, a network buy on NBC is promoting the magazine's sales. Clara Haber is timebuyer.

Ward Baking Co.

Agency: *J. Walter Thompson Co., New York*

Product: TIP-TOP BREAD

A summer sandwich of radio will be fed into 34 markets at the rate of 24 announcements weekly per market, starting June 15 and continuing for 13 weeks. Minutes and 20 seconds are being used during daytimes, Monday to Saturday. Mario Kircher is timebuyer, assisted by Madeline Calcaterra.

IN SOUTH BEND -

COFFEE AND KELLY START THE DAY

ive mornings a week in WSBT radio-land 't's a toss-up whether the coffee pot or "Rise ınd Shine" is turned on first. Both are im-ortant to people in WSBT's 36 county cov-rage area.

rom 6:35 to 9:00 A.M. the show's MC, Joe elly, brings news, music, weather and that pecial brand of Kelly congeniality. (His dad ; Joe Kelly Sr. of Quiz Kid fame.) "Rise nd Shine" covers South Bend . . . Indiana's nd market, and reaches into 36 Indiana nd Michigan counties. Last year this area ad food sales of over ½ billion dollars; otal retail sales were $2,140,444,000!

oe Kelly has been a favorite in this area or 6 years. He's cornered the morning pop-larity market. Other outstanding WSBT per-onalities, and top CBS shows add up to VSBT dominance of every 15 minute seg-ıent of every broadcast day from South end.

Get all the facts about the WSBT market ınd its $3,349,051,000 Buying Income. ee your Raymer man or write this station or a free market data book.

"Rise and Shine" availabilities are worth waiting for.



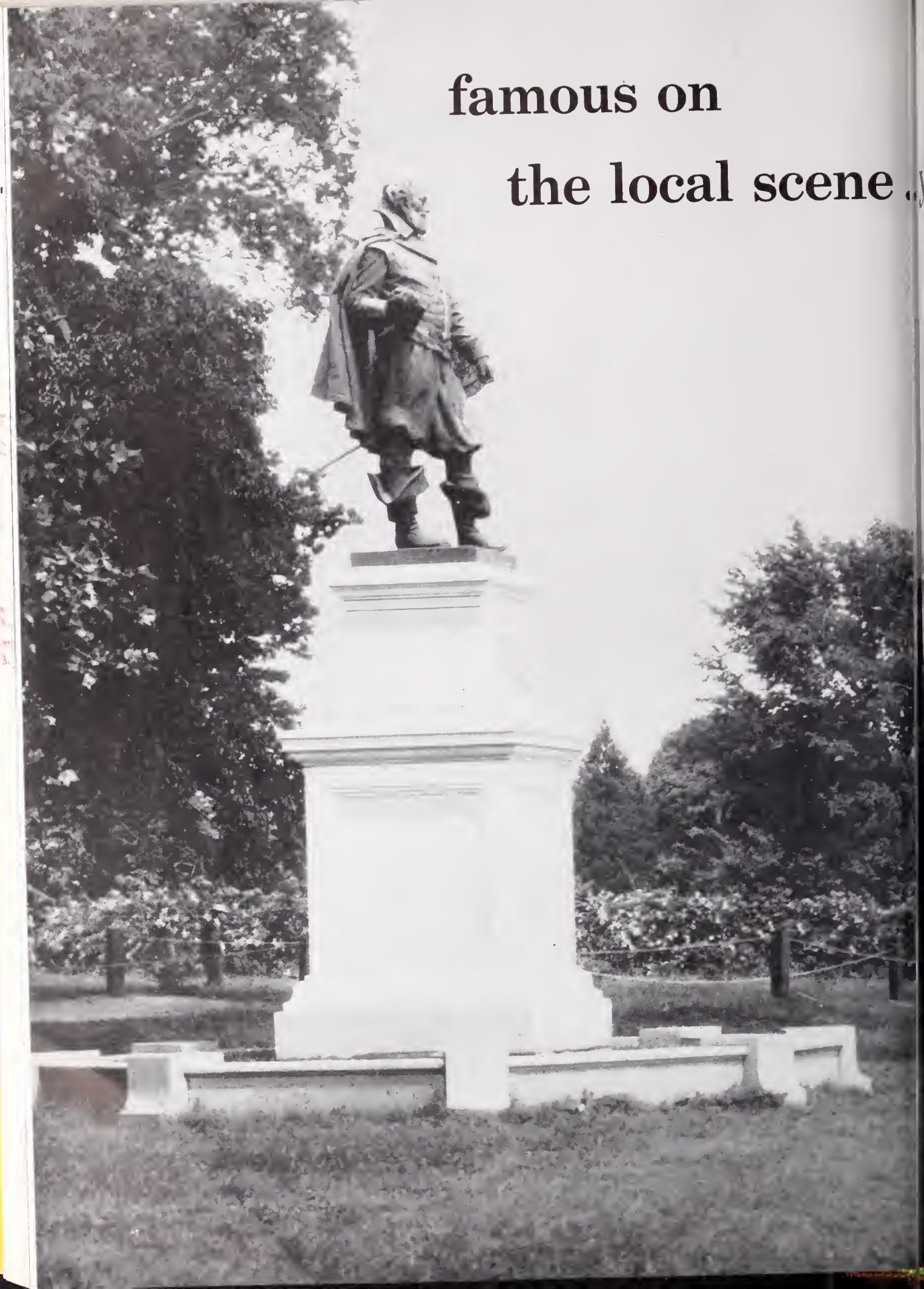
5000 WATTS
960 KC

WSBT

SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

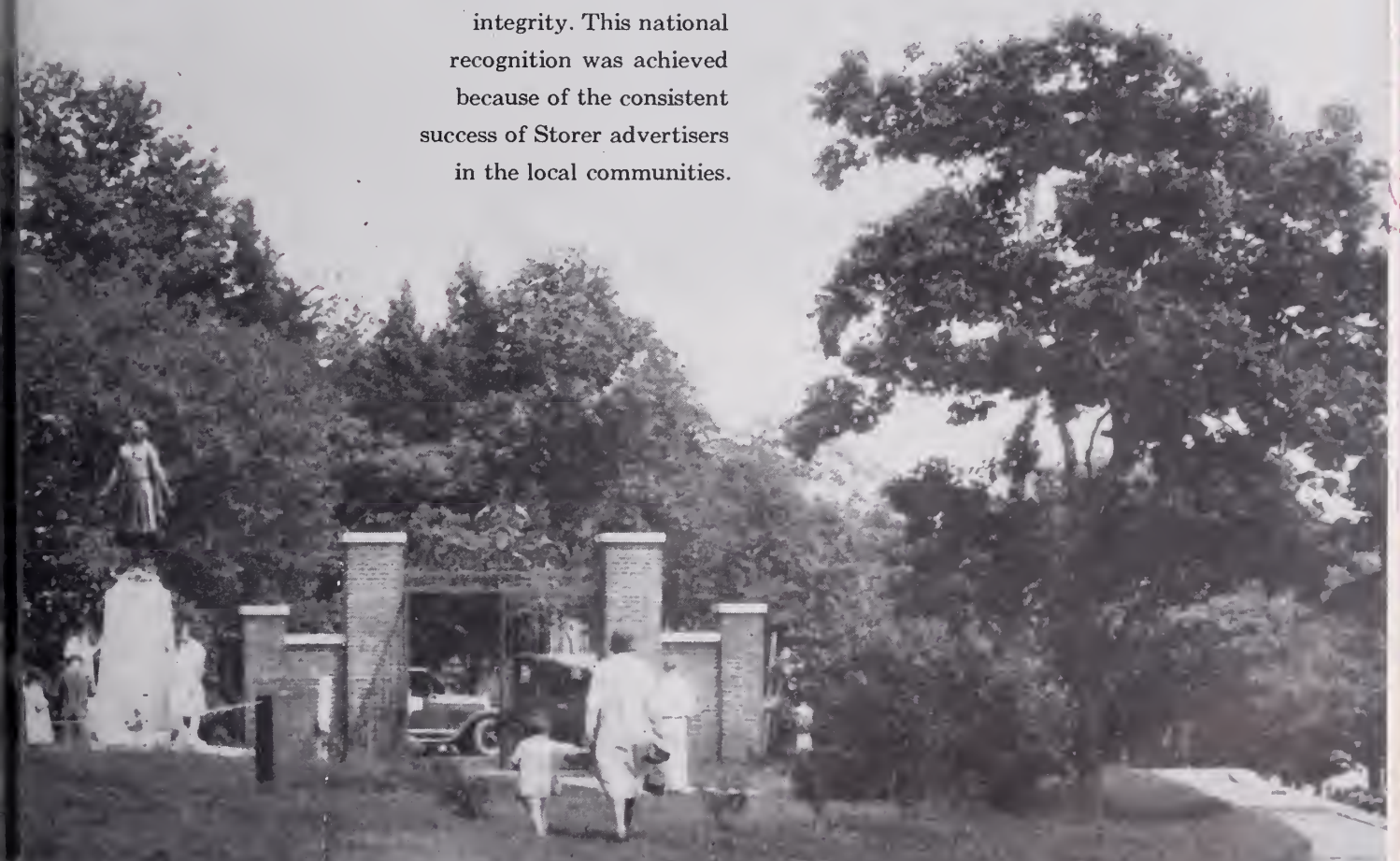


famous on

the local scene

yet known throughout the nation

Jamestown, Virginia, founded in May, 1607, under the leadership of Captain John Smith, is recognized as the birthplace of America and stands as a symbol of the courage and integrity of its settlers . . . Similarly, Storer has become nationally recognized through vigilance in broadcasting integrity. This national recognition was achieved because of the consistent success of Storer advertisers in the local communities.



Storer Broadcasting Company

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

WGBS Miami	**WWVA** Wheeling	**WIBG** Philadelphia	**WSPD** Toledo	**WJW** Cleveland	**WJBK** Detroit
WAGA-TV Atlanta	**WSPD-TV** Toledo	**WJW-TV** Cleveland	**WJBK-TV** Detroit	**WITI-TV** Milwaukee	

283,000,000



Convention visitors see how WSB Radio serves growers who make Georgia leading broiler producer in U. S.

Last year Georgia again led the nation in broiler production, sending 283,000,000 birds to market.

Pictured is the WSB Radio exhibit at the recent Southeastern Poultry & Egg Association convention in Atlanta. Growers (and exhibitors—many of whom are WSB advertisers) showed great interest in the illuminated coverage map, and methods used by WSB Radio in providing them with broiler market quotations. Two comprehensive reports are broadcast daily, the first at 11:35 a.m. This is the earliest quotation Georgia broiler growers can hear. They listen for it daily.

Broiler quotations are only one facet of WSB Radio's complete programming for Georgia agriculture. Over 300,000 farm families depend upon this station for information of vital concern to them.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

WSB Radio
The Voice of the South
Atlanta



Radio News Broadcasting Hampered by Legislation

Strong reaction from broadcasters, in the atmosphere of an oncoming election year, has been voiced in protest over legislation which has, in effect, made radio news broadcasting subject to political and judicial idiosyncrasies. This reaction has centered primarily around the equal-time requirements of Section 315 of the Communications Act of 1934. The new bill to amend the 1934 Act introduced by Senator Spessard Holland (D-Fla.) is in answer to the Federal Communications Commission's interpretation which states that if a station, in the course of a regular newscast, uses a legitimate news story about a public official who is also a candidate for office, it must grant equal time to all other candidates.

The Holland bill declares that: "Appearance by a legally qualified candidate on any news program, including news reports and news commentaries, where the format and production of the program are determined by the broadcasting station, or by the network in the case of a network program, and the candidate in no way initiated the recording or the broadcast, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

Hartke Bill Popular With Broadcasters

A more detailed amendment, popular with the industry, has been introduced by Senator Vance Hartke (D-Ind.). The Hartke bill exempts newscasts from the equal-time clause, defines "qualified" candidates for general offices and for President and Vice President, eliminating splinter candidates, and removes stations from any libel responsibility as a result of political broadcasts.

Speaking on the Hartke amendment, Robert W. Sarnoff, chairman of the board at NBC, has remarked that it "represents a constructive effort to remove the shackles from American broadcasters in the coverage of political events."

Goldenson Asks News Exclusion From Equal-Time Provision

In a letter to Senator Hartke, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., has stated that ABC would welcome clarification of the act so that news coverage of a candidate would not be considered within its range and that there would be a provision absolving the broadcaster of liability for any statement by a candidate. Mr. Goldenson asked for immediate execution of the present statute at least to meet the critical need for excluding news coverage, because a general rewriting of all the equal-time requirements might result in a delay which would seriously hamper radio and tv coverage of the 1960 campaigns and elections.

Another obstacle in the flow of radio news to the public is Canon 35 of the American Bar Association. This ruling has met industry resentment. Howard H. Bell, assistant to the president of the National Association of Broadcasters, says that while the courts have extended the Constitutional guarantee of freedom of the press to include radio and tv, it has been the courts themselves who "have been primary obstacles to this freedom by refusing radio and tv coverage of their proceedings." (Cont'd on p. 20)



Mr. Bell, addressing a meeting of the Iowa Broadcasters Association, has urged that an effort be made to curb the "dangerous trend in government . . . to conduct the people's business behind closed doors."

An important manner in which broadcasters may increase public awareness of crucial issues, such as government secrecy, is through editorializing. According to Mr. Bell, judicious use of the broadcast editorial is one way to increase the prestige of broadcasting.

Business Side Expects 1959 Increases

On the business side of radio, a National Association of Broadcasters survey estimates that 1959 will see a nationwide average increase of 2.5 percent in radio revenues over 1958 on a per-station basis. The most optimistic estimated percentage change is in the No. 2 market-size category of radio stations serving a population of between one and two and a half million. NAB estimates a median increase of 6.9 percent over the 1958 revenue compared with 2.4 percent for 1958 over 1957 and 3.9 percent median increase for 1957 over 1956.

A total of 733 stations provided estimates, with all nine market-size categories reporting projected increases in total revenue. Of these stations, 57.6 percent estimate an increase over 1958, 12.4 percent expect a decrease and 30 percent believe there will be no change.

With the expected increase in revenue for radio this year, Charles H. Tower, manager of the NAB department of broadcast personnel and economics, believes students and teachers should think of broadcasting as a business, as well as a profession.

In a speech given at the annual banquet for the University of Kansas radio and television department, Mr. Tower has declared that "Today's broadcasting has two major employment needs. They are news and selling." He said that selling can be as rewarding as the news aspect. "Don't look down on the salesman for he shall inherit, if not the earth, at least the business." • • •

the *Silver Mike*



THIS MONTH:

MAYNARD SPEECE

Farm Service Director
WCCO Minneapolis

Farm Radio Outlook Bright, Says President of NATRFD

"The business outlook for farm radio has never appeared brighter," declares Maynard Speece, current president of the National Association of Television & Radio Farm Directors and WCCO Minneapolis farm service director.

One big factor in this development of farm radio has been a general change in the programming. Mr. Speece, who has a regular schedule of 23 farm broadcasts a week on WCCO, feels that a major trend in farm programming has been "toward the more frequent, shorter and better produced features." He says there has been more variety and a faster pace, with more music than in previous years. Another aspect, Mr. Speece feels, is more emphasis in programming on farm management problems rather than on sheer production.

A traveling man, as are most farm directors, Mr. Speece in the past six months has spoken before an estimated 30,000 people in towns in the Northwest.

Asked to name the men who have played important roles in the development of farm radio, Mr. Speece lists the following: Larry Haeg, general manager of WCCO; Herb Plambeck, WHO Des Moines farm director; Sam Schneider, CBS Radio Spot Sales, Chicago; Layne Beaty, U. S. Department of Agriculture director of radio-tv information; Frank Atwood, WTIC Hartford, Conn., farm director; Jack Timmons, KWKH Shreveport, La., commercial manager; Phil Alampi, New Jersey commissioner of agriculture; Mal Hansen, former WOW Omaha farm service director, and Dix Harper, Aubrey, Finlay, Marley & Hodgson, Chicago advertising agency.

Mr. Speece was born on a northern Minnesota farm near Meadowlands in 1913. He was graduated from the University of Minnesota College of Agriculture in 1943. The following year he was named county agent for Anoka County, Minn., and is said to have established the first soil conservation district. He re-joined the University of Minnesota in 1945 to become head of agricultural radio for the university and its station KUOM. From 1948 to 1952, he was with the Office of Information, U. S. Department of Agriculture in Washington, D. C. He then joined WCCO.

Mr. Speece, his wife and son reside in a Minneapolis suburb.

"Radio is in an extremely healthy state and farm radio is one of the healthiest parts of the entire industry," he concludes. • • •

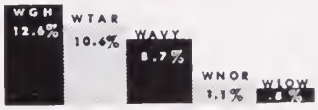
...We wanted to know... so we asked PULSE to ask the people of Nations 27th Largest Market the following

THE RESULTS:

November 1958 Qualitative Survey of the 22 County Tidewater, Va. Area

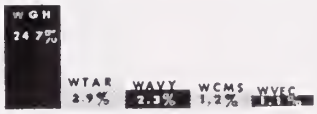
Question 1: When you first turn on the radio, is there any particular station you try first?

Answer:



Question 2: Which radio station, if any, do you prefer for music?

Answer:



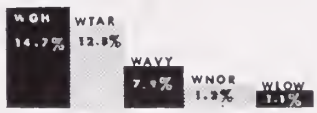
Question 3: Which radio station, if any, do you prefer for news?

Answer:



Question 4: If you heard conflicting accounts of the same story on different radio stations which station would you believe?

Answer:

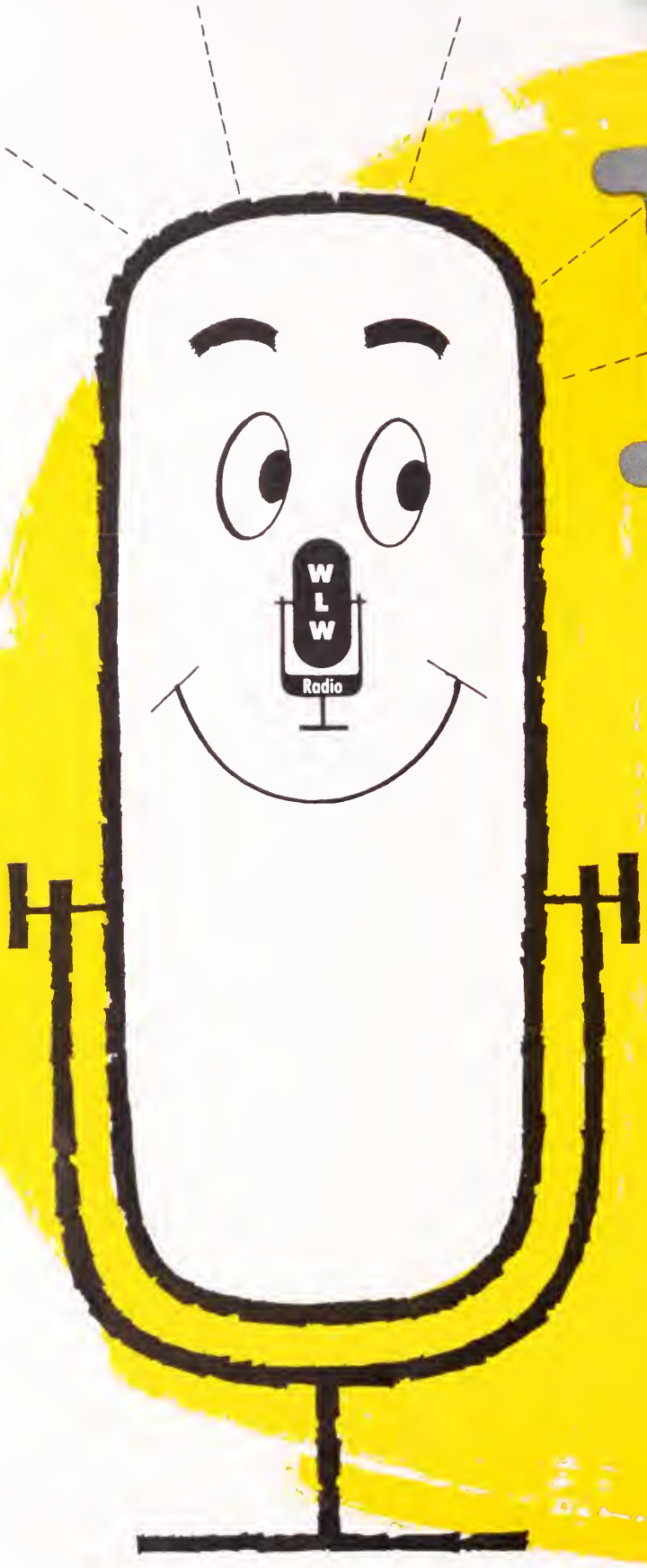


WGH RADIO Color Channel 131

Norfolk - Newport News - Portsmouth and Hampton, Virginia

...ranks 1st during 155 out of 180 rated half hours...

Represented Nationally by JOHN BLAIR & COMPANY



F L

Nielsen Reports:

WLW RADIO AUDIENCE UP-UP-UP !

It's the most spectacular Radio news today—the WLW RADIO AUDIENCE GAIN IN ONE YEAR!

All reports from all sources show that WLW audience is way up! Bigger and better-than-ever!

This sensational audience gain has been the direct result of two important WLW factors:

A S H !

1. NEW WLW PROGRAMMING — including:



GREAT MUSIC — Programs of the finest music of all ages, broadcast day and night.



EXTENSIVE NEWS COVERAGE — from the WLW COMEX (Communications Exchange), broadcasting's most comprehensive news facilities.

RADAR WEATHER REPORTS — WLW was the first Station to install Radar Weather Reporting System.





HELICOPTER TRAFFIC REPORTS — Broadcast direct to motorists from a helicopter during rush hours, giving complete traffic and road conditions.

PUBLIC SERVICE — a vast variety of public service programs and activities on the local, state, and national levels.



2. NEW WLW HIGHEST FIDELITY TRANSMISSION

An exclusive new AM transmission system, developed by Crosley Broadcasting engineers, has made WLW unquestionably the "World's Highest Fidelity Radio Station"— the result of 3 years work and ¼ of a million dollars.

So this great new programming and amazing new Highest Fidelity transmission has greatly increased the WLW audience . . . and, thereby, greatly increased advertisers' returns.



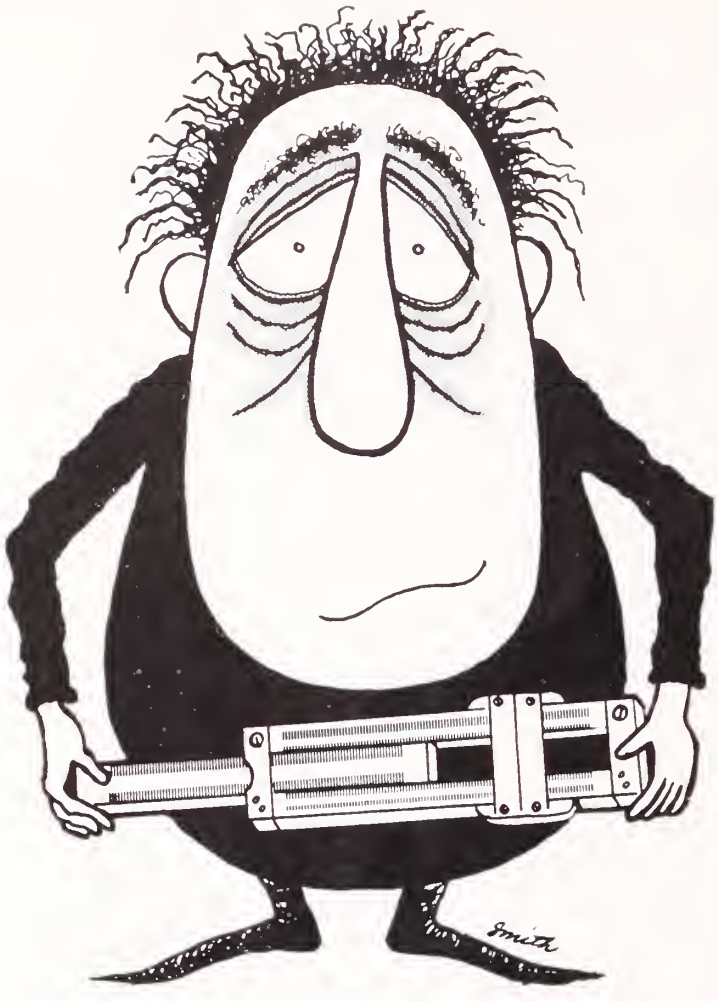
So call your WLW Representative; you'll be glad you did!

World's HIGHEST FIDELITY Radio Station

. . . with audience among top 10 in America

One of the 6 dynamic WLW stations

Crosley Broadcasting Corporation, a division of **Avco**



anyone for statistics?

Let's face it—we're in a business where statistics flow like . . . er, water.

Since this is the case, here are a few for your consideration:

In the morning, WBT's audience lead over its nearest competitor is 92%.*

In the afternoon, WBT's audience lead over its nearest competitor is 69%.*

At night, WBT's audience lead over its nearest competitor is 123%.*

Three mighty good reasons for placing your next schedule on WBT—the station that creates the nation's 24th largest radio market. Call CBS Radio Spot Sales for availabilities.

*Pulse 25 county area March 1959

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

LETTERS TO THE EDITOR

Phenomenon

Good for you! Your story (*Local Radio Phenomenon,* May 1959) should be a real "waker-up" for both radio folk and the national advertiser.

We believe if radio does the proper job in getting to the national advertisers and agencies that without any crystal gazing we can predict that national advertising will soon beat its way back to its proper place in the over-all advertising budgets. Surely we know that we can do for the national advertiser what we can do for the local if we have the opportunity to prove our point.

Leslie L. Kennan
Vice President
KWTO Springfield, Mo.

Clairvoyant

With everybody else in town sponsoring long-range, side-range, electronic, nuclear-type weather forecasts on radio, we thought you might be interested in a new service being provided by our client, South Des Moines National Bank.

. . . We predict tomorrow's day and date. So far, we've been 100 per cent accurate.

On Fridays we really go out on a limb and predict the days and dates for the weekend. Our account executive with the idea is Bob Hullihan.

Wesley Day
President
Wesley Day & Co. Advertising
Des Moines

Vote for Radio

From time to time I encounter one of those ardent supporters of television who likes to build up that medium while tearing down radio. The discussion always gets around to tv versus radio in coverage of news and special events, and when this happens I like to talk elections. Because elections are events television thinks it covers better. And I have a story that would tend to disprove that theory. . . It's about an incident involving the two media that took place at Rhode Island Republican headquarters on the night of the bitterest gubernatorial election in the state's history.

. . . Republican headquarters,

WMBD

BY ANY STANDARD OF MEASUREMENT

FIRST in PEORIA

HOOPER
(APRIL-MAY, 1959)
33.3%
SHARE OF AUDIENCE
6:00 A.M.-6:00 P.M.

PULSE
(MARCH, 1959)
FIRST IN TOTAL AUDIENCE!
6:00 A.M.-12:00 MIDNIGHT

NIELSEN
FIRST IN COVERAGE AND . . .
FIRST with NATIONAL ADVERTISERS!
70% USE WMBD EXCLUSIVELY!
(SCOTTIE BUREAU SURVEY MARCH, 1959)

REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

through some oversight, was outfitted with television sets but no radios. . . . When interest had reached a fever pitch and television wouldn't or couldn't deliver, radio scored its biggest beat of the year in Rhode Island.

The dramatic climax . . . came when headquarters turned off its battery of tv sets, and the man in charge took the table-model radio we had rushed over from the station, climbed up onto a table and held the radio aloft for a capacity crowd to hear the electrifying news that Democratic Rhode Island had elected a Republican governor.

I was the newsman covering the GOP headquarters for WEAN on election night.

Henry J. Perates
WEAN Providence

Australia Calling

We have received an enquiry from a subscriber for your magazine.

Our subscription agency, established in 1938, has become one of the largest in Australia today.

Diana Corliss
John Hinton & Co.
North Sydney, N.S.W., Australia

Open Book?

I enjoyed your editorial (*Helping Yourself,* April 1959) concerning a need for agencies and advertisers [to know] what the competition is doing.

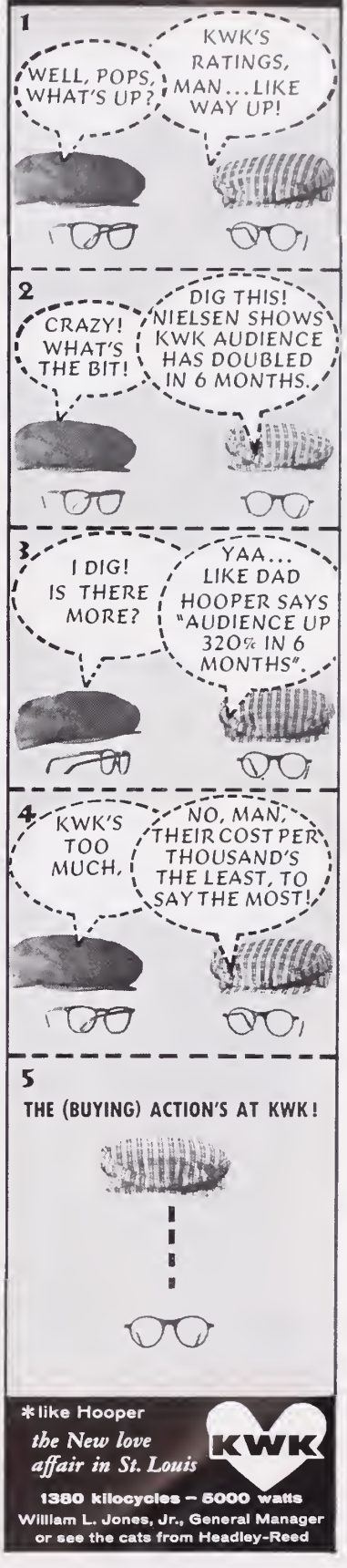
However, from a station manager's postition, we wonder how does the advertiser feel about his advertising information (such as schedule, rate etc.) being made public. We receive many such requests monthly and are a little undecided as to just how much information to release. Naturally the rates should be according to Hoyle if the station is properly run, but nonetheless just how much of this is public record?

I think most station personnel feel as I do. We don't care if the guy who's paying the bill, the advertiser, doesn't mind. I'd like to hear some comment on this.

Also, what are some smaller, independent stations doing on the single rate question? I believe [single rate] has its merit but presents problems to a smaller market station that [it doesn't to] a metropolitan station.

Richard O. Bieser
General Manager
WCNT Centralia, Ill.

AUSTIN & HEALY IN KWK LAND



*like Hooper
the New love affair in St. Louis
KWK
1380 kilocycles – 5000 watts
William L. Jones, Jr., General Manager
or see the cats from Headley-Reed

WLEE takes Richmond!

January-February '59 PULSE shows us . . .

1st

in total share of audience

6 A.M. to midnight

Monday thru Friday

and in 1/4 hours

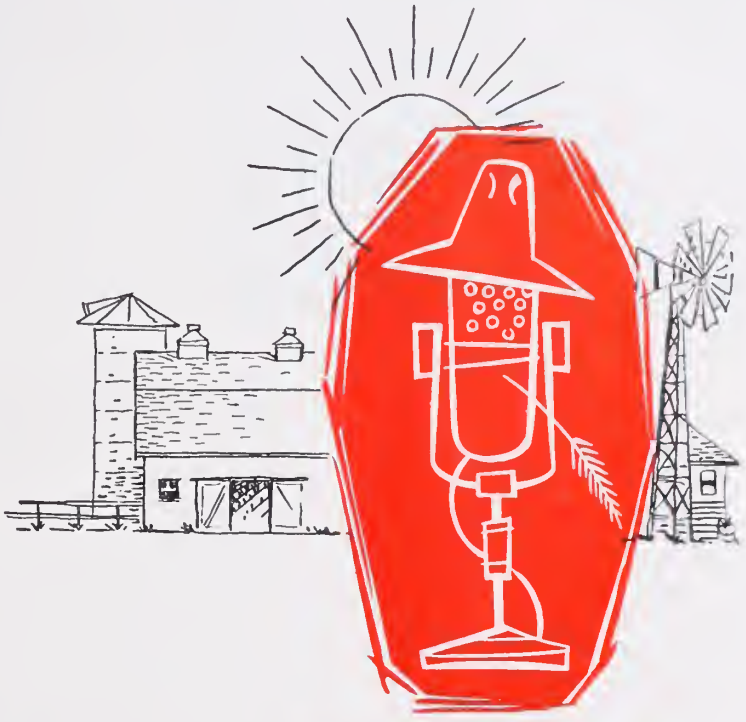
1st too in food and drug merchandising

THOMAS TINSLEY
President

IRVIN G. ABELOFF
Vice-President

HARVEY HUDSON
General Manager

Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans.
Daren F. McGavren Co. in Chicago, Boston, Detroit and on West Coast.



The Change Down On the Farm*

U.S. Radio farm study analyzes:

- **What farm radio is**
- **Programming—services, trends and problems**
- **Advertiser relations—why the farmer is important not only for farm products but for consumer items as well**

**Also see:*

- *Pfizer with Radio Improves Breed and Sales, p. 32*
- *How Radio Works for Merck, p. 40*

Back at the farm there has been a change.

The man responsible for supplying this country's meat and potatoes, among other things, is getting to feel as comfortable in business-suit gray as he is in earthy overalls.

If that is not exactly the case, this much is certain: Underneath the tanned and sweaty brow is a skilled, technically-trained farmer who is ev-



On-the-farm interview is recorded by WRVA Richmond, Va., farm director Alden Aaroe for his 5:30-6:30 a.m. farm show.



Traveling around, Cliff Allen (left), WNOX Knoxville, Tenn., farm director, interviews a representative of an advertiser.



"Not only for farm products, farmers and farm families are the best possible potential customers for all consumer goods and services."



During one of many farm visits, Jay Gould (right), WOWO Fort Wayne, Ind., farm service director, gets story on farm mechanization.

ery inch as professional in his work-a-day straw hat as the office executive who has just discovered the "new boater."

The more skilled and specialized today's farmer becomes, the greater is his reliance on radio. For immediate weather and market forecasts and for authoritative information on the vitals of his business—not to mention moments of diversion—are the things only radio can provide so quickly and conveniently.

Professionalism in farming has earned its financial merit badges, too. For although it is true that farm population has been dipping in recent years (with a slight upward movement in 1958), farm revenue is growing.

The mechanization of agriculture has brought about these facts:

- Realized gross farm income from operations in 1958 was $38 billion, compared with $34.3 billion in 1957.
- Realized net income of farmers in 1958 was $13.1 billion, an increase of 20 percent—or $2.2 billion—over 1957.
- Total income of the farm population rose nearly 13 percent in 1958 to $22.2 billion (this includes non-farm sources of revenue).
- Per capita income of the farm population for 1958 (including non-farm sources) increased 10.5 percent to $1,068. This was a new high, nine percent above the previous record of $983 in 1951. Per capita income from farm sources alone also was at a new high ($770 in 1958 compared with $765 in 1948).

The developing "business" of farming has opened up enormous avenues for those who sell to the farmer. He is not only buying machinery, seed, fertilizer, pesticides and all the rest in mounting quantities, but is also consuming large amounts of standard "consumer" items. The latter point has received the smallest attention.

It is a fact that farmers, whether they come from Texas or not, buy in substantial quantities.

"Farmers and farm families are the best possible potential customers for all consumer goods and services," declares Arnold Peterson, farm service director of WOW Omaha. "Too many national advertisers use farm radio to sell only feeds, fertilizers, hybrids and machinery. Recently, a farm wife, just home from town, told how she had been lucky enough to get a whole case of color movie film (48 rolls). A city wife," Mr. Peterson states, "would have bought one roll, used it, walked to the corner drug store and bought another (single) roll."

And, one might ask, what about cars, refrigerator-freezers, appliances and detergents, to name a few?

For all the science that has been brought to bear on the techniques of farming, the business of agriculture has its elements of chance (weather, stock prices). It is for these twin purposes—to keep abreast of scientific developments and to mitigate the elements of chance—that today's farmer is hungry, if for nothing else, for information that is immediate and authoritative.

When it comes to immediacy, there alone stands radio. When it comes



Chuck wagon is farm-and-ranch director's remote studio as Cotton John Smith (holding microphone) does his broadcast over KGNC Amarillo, Tex., along the Santa Fe Trail.



Getting together with sponsor's product, Maynard Speece, WCCO Minneapolis farm service director, checks a field of Pioneer Hi-Bred Co. corn, which is featured on *Noon Farm Reports.*

to authority, the farm specialist at a radio station is a man who not only knows the ins and outs of communicating ideas and information, but also the ins and outs of barn-and-field operations. And, more often than not, he is academically schooled in this modern science of agriculture.

For these reasons, radio, like strong tobacco, is popular down on the farm. The U. S. Department of Agriculture reports that 98.9 percent of farm homes have at least one radio set and 79.3 percent own two or more.

The average farm family spends three hours and 51 minutes listening to radio every day, according to Radio Advertising Bureau. On a weekly basis, farm families listen an average of 26 hours and 40 minutes. In the average week, 95 percent of farm families listen *(see Report from RAB, p. 68)*.

The companion role of radio—being there when it is wanted and needed—has placed the sound medium in special favor with the farmer: In the early morning hours of 6 a.m. and 7 a.m., at noon time, in the evening, and, because of radio's portability, all day long out in the field.

The vital link between radio and the farmer is outlined by Jay Gould, farm service director of WOWO Fort Wayne, Ind.

"No person in American economy is so dependent upon the weather as is the farmer. The soil's preparation, planting, cultivation, harvesting, and storage of his crops are influenced every hour by the vicissitudes of the weather," Mr. Gould explains.

"Hourly weather forecasts and summaries are, therefore, practically indispensable in crop planting as well as their obvious need at harvesting time of forage and grain, and for the spraying of his crops with chemicals for insects, disease or weed control. Radio alone can give him that service so quickly.

"The farmer not only needs the forecast of weather," Mr. Gould continues, "but also information on how to adjust his farm practices to the varying conditions. The farmer must be informed of the latest recommendations for action, whether it be for livestock or crop management, or to do away with disease or insect pests. Radio alone is fast enough to disseminate this information in time.

"Radio alone, too, can bring that news to him while he is driving his car or truck or tractor, or milking his cows, feeding his stock, or eating his meals. It saves him time. And time is his most valuable asset."

Programming

The basic ingredients of specialized information and news—spiced with entertainment—have yielded a fertile programming crop for farm radio broadcasters. Recognition and respect have been forthcoming from advertisers, agencies, government and farmers themselves.

And yet today, farm programming is in a period of transition.

Supplying the radio needs of the modern farmer is an expensive operation. The farm specialist at a radio station is well trained and appropriately well paid. Moreover, the caliber of farm programming—comprising on-the-spot interviews, radio attendance at farmer meetings, participation at farm expositions and contests, and farm director travels throughout the area—is costly.

On the other side of the coin, because so much radio is bought "by the numbers," the farm broadcaster is faced with the task of keeping his total audience high, while he caters to the special needs of the modern farmer.

According to questionnaires received in the U. S. RADIO survey, the station with a farm director or specialist averages approximately 17.6 hours a week of programming that is precisely aimed at the farmer. This represents more than 13 percent of the weekly program schedule for the average station. In view of the fact that most farm programs are aired during the day, the percentage figure would be higher if it were calculated in terms of weekly daytime

Dependence on Radio

The following study, conducted by Ohio State University in 1958 for the Producers Livestock Association, shows the percentage of farmers using various sources of information for marketing livestock, among other things. The study covers six counties (Marion, Hancock, Fayette, Ross, Clinton and Darke). It was submitted to U. S. RADIO by WRFD Worthington, O.

Source	Total %
Radio	82.7
Television	26.0
Daily Newspapers	61.1
Local Newspapers	6.2
Telephone	56.2
Farm Magazines	38.5
Other	31.7
Number of Farmers Interviewed	208

Percentage of Farm Families Listening to Producers' Various Broadcasts.

9:00 A.M. Forecast of Prices

Response	Total %
Did listen	38.9
Did not listen	39.9
Did not answer	21.2
Total	100.0
Number of Farmers Interviewed	208

12:00 Noon Market Summary

Response	Total %
Did listen	56.2
Did not listen	30.3
Did not answer	13.5
Total	100.0
Number of Farmers Interviewed	208

fare, instead of the total weekly schedule.

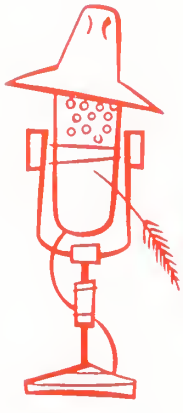
In addition, many stations consider their general rural entertainment programs as being directed, at least in part, to the farm audience.

The most popular farm radio periods are the early morning hours and the noon-time break, followed next by evening tune-in, according to replies.

"Our 6:30 a.m. farm news is probably one of our most listened to farm broadcasts, followed very closely by the 11:45 a.m. to 1:15 p.m. block," says Rex Messersmith, farm service director of WNAX Yankton, S. D. "The 6:30 a.m. farm news falls during the breakfast hour and briefs the farmer on all the things he's interested in—markets, weather, farm news and news headlines. Our noon block is beamed almost exclusively to the farm audience and gives a little broader picture of the news of interest to farmers."



Live music, as part of the WLS Chicago farm programming concept, is heard at the WLS-Prairie Farmer Progress Show on the noon *Dinnerbell Time*. Show also contains editorial features.



"Radio alone is fast enough to disseminate needed weather forecasts, market information, commodity prices and advice on farm management."

"The shows that give us the highest ratings," remarks Wilbur Levering, farm director of WIBW Topeka, Kans., "are the 7 a.m. news, which is of interest to everyone, and the 12 to 12:30 p.m. news, weather and markets. The most listened to strictly farm show is the weather, markets and farm news summary between 6:35 and 6:50 each morning. The reason that these programs are popular is that they contain three of the most important items in the farmer's daily business."

Most farm programming consists of across-the-board blocks of time. WGY Schenectady, N. Y., carries these local farm shows: *The Farm Paper of the Air* (12:15 to 1 p.m., Monday through Friday); *Chore Time* (5:45 to 6 a.m., Monday through Saturday), and *Grange Time* (12:15 to 12:30 p.m., Saturdays). Don Tuttle, WGY farm director, states the reasons why the *Farm Paper of the Air* is its most popular program: It is broadcast during the traditional lunch hour of Northeastern farmers, it is an established part of the farm family's day having been on the air for nearly 34 years, its 45-minute length provides the opportunity for more flexibility and variety in features and more detailed presentation of service features, and the noon time period is well-suited for broadcasting live remotes from county fairs and field days.

Similarly, WSB Atlanta schedules its farm programming, under the direction of Roy McMillan, farm director, in across-the-board strips. Its *Dixie Farm and Home Hour* (5:15 to 6 a.m.) is aired seven days a week and includes general farm service information, news and interviews. The *Broiler Market Roundup* (11:30 to 11:35 a.m.) is heard Monday through Friday and covers poultry news. And the *Farm News Roundup* (12:15 to 12:30 p.m.) is carried Monday through Saturday and reports farm market news, weather, and grain and lard news.

What the radio station farm department means to the farmer can be summed up in one word: Service.

This attitude is underscored by Maynard Speece, farm service director of WCCO Minneapolis (see *Silver Mike*, p. 21). "The WCCO radio farm service was formally established in 1942. This meant, in effect, that WCCO turned farmer. We put ourselves in the farmer's place. We got to know his thinking, problems, necessities and preferences. Our farm service department is designed to give the Northwest farmers a helpful hand at every turn."

It is interesting to note that Larry Haeg, general manager of WCCO, was formerly farm service director and founded the station's farm department in 1942. He also was first president of the National Association of Radio Farm Directors.

"No other national medium furnishes the local farmer with the daily vital statistics he requires in the conducting of his business," is the way Keystone Broadcasting System describes the role of farm radio. Keystone is a network of approximately 1,070 stations in predominantly rural class C and D counties. According to a recent survey, KBS states that 78.6 percent of its affiliates—more than 800—have special programming directed to the local farm audience.



Contestants in the KCMO Kansas City, Mo., Meat-Type Hog Club Contest are inspected by George Stephens (left), KCMO farm director, as the owner of a well-fed entrant looks on.



Wally Erickson (right), KFRE Fresno, Calif., farm news director, and two KFRE farm reporters, Jim Miller (left) and Fred Milnes, examine mural of farm activity in the San Joaquin Valley, from where they obtain news for eight daily farm shows.

Present farm accounts on KBS are Armour for Dynafac hog feed, Ralston-Purina for poultry feed, Chilean Nitrate Education Bureau for nitrate fertilizer, McCullouh Chain Saws and Remington Arms.

The life and role of the farm director is a busy one. He is called upon, as a respected member of the farm community, to attend many functions, in addition to the job of gathering information for his programming.

WPTF Raleigh, N. C., reports that Dr. Earl Hostetler, station farm director, "is active in many farm and agricultural groups. He judges livestock shows and spends a good deal of time with farmers. He is responsible to the program manager, but has complete control of his program contents. On every program he has at least one interview with county agents, farmers, 4-H or Future Farmers, state or U. S. Department of Agriculture representatives, North Carolina State College specialists, or agricultural representatives of manufacturers."

The profile of the farm director is drawn by Ed Mason, vice president of KXXX Colby, Kan. "Our farm director, Doc Embree, wears a broadcast pioneers badge, travels extensively in the market and is a radio man, showman and farm expert. Regular air personnel must know farm business and our coverage area, in addition to possessing the usual professional talents. This has posed a difficult procurement order for management in the past, and has tended to make pretty permanent folks out of the right people."

Of interest to advertisers is the way many farm departments are organized, as explained by Charles Brooks, station manager of KRGV, Weslaco, Tex. "Our department is responsible for all material of news and feature nature on programs, and complete organization of all farm programs. Farm department handles 90 percent of all sponsored program commercials which the farm director, Charlie Rankin, airs personally. The farm department has complete responsibility as to adaptability of copy to this area and getting changes made with the client. Manager and program director consult with the farm director on adjacent programming."

In addition to news and information, farm programming includes entertainment values. WLS Chicago, half owned by the *Prairie Farmer*, Midwest farm newspaper, reports that *Dinnerbell Time* "is its most popular farm show." According to Bill Mason, farm director, "This program, sustaining for 30 years, features all of WLS' farm program department, live entertainment (the WLS orchestra, singing groups and vocalists), and prominent guest figures who are interviewed on the show because of their knowledge of—or position in—the farm industry."

Mr. Mason also explains a very uncommon aspect of *Dinnerbell Time*. "Because this show is sustaining, it has the freedom to feature editorial material of *Prairie Farmer* editors without having to clear the material with particular sponsors." At the end of April, the program aired its 9,396th consecutive broadcast.

Another very famous entertainment show with farm appeal is the *Grand Ole Opry* of WSM Nashville, Tenn. It is aired on Saturday night from 7:30 p.m. to 12 midnight before a live audience that generally averages about 5,000. An off-shoot of this program, featuring *Grand Ole Opry* stars, is the *Opry Jamboree*. It, too, is a live music show, but extends the entertainment concept throughout the week, Monday through Friday, from 5:15 to 5:45 a.m. John McDonald is the WSM farm director.

As radio stations strive to keep a balance between their specialized farm programming and shows that appeal to as wide a base as possible, many farm broadcasters are experimenting with new approaches. One such departure was instituted by WKY Oklahoma City last November 10 (three weeks later it became a full-time independent). The underlying philosophy of the change in farm format is explained by John Moler, assistant manager: "An hour of farm programming should contain the same basic ingredients as any other hour in the broadcast day, apart from the farm service features."

CONT'D ON P. 48

Pfizer With Radio Improves Breed, Sales

In a steadily increasing use of farm radio —spending estimated $250,000 in 1959— Pfizer relies on sound medium to transmit sales and educational messages

Once upon a time there was a nervous bird named Chicken Little, who undoubtedly suffered from dietary deficiencies as well as an anxiety complex. In the end, what with peddling hysterical stories that the sky was falling, she must have worn herself to a frazzle and wound up in somebody's picnic basket tasting as savory as taut fried shoelaces.

There's a *different* breed of poultry down on the farm these days. And Chas. Pfizer & Co. is helping to promote the change. The company, which manufactures a wide array of ethical and industrial chemicals as well as farm products, has been using radio in increasing proportions in the agricultural field since 1953.

Chemistry, with a two-fold assist from the listener's medium, is transforming Chicken Littles into placid "chicken bigs"— in both egg production by laying hens and weight increases by broilers. Pigs, too, wax heftier sooner, dairy cows furnish more milk, beef steers gain faster on less feed, and the animals all stay healthier than ever before.

This pound-for-pound improvement in poultry and livestock is due in large part to the feed supplements and animal health products which have been introduced during the past 10 years—and radio, says Pfizer, is a vigorous means for spreading the news.

In fact, radio enters significantly into both the experimental and informational aspects of promoting the better farm practices advocated by Pfizer, according to Fred Manley, director of advertising and sales, promotion for the company's agricultural division. Primarily the medium is a key local contact with the farmers, he points out, but radio music in many barns and hen-houses serves as a "psychological" aid in keeping cows and hens happy while they dine scientifically. Tests indicate that the contented "listeners" thereby produce better.

More important, however, Pfizer believes (hastening to dispell any notion that radio is "for the birds"), is the value of the medium's direct and forceful voice in channeling a double-barrelled program of educational and sales messages to the farmer himself.

[According to *Sales Management* (February 7, 1958), the Pfizer agricultural division is spending at the rate of $2,500,000 in advertising. U. S. RADIO estimates that Pfizer is placing 10 percent—about $250,000 —in spot radio.]



In addition to its commercial use of radio, the company provides news and program material for farm stations as a service to their audiences.

"The near-universality of radios on farms, pretty much on an all-day-long basis in many barns as well as most homes, makes the medium especially valuable to us," Mr. Manley points out. "We haven't heard of tractors being factory-equipped with radios yet, but that can happen, too.

"Farm directors who know their subject and audience generate an amazing degree of loyalty among their listeners and give added weight to our sales messages. Then, too, the flexibility with which we can buy radio means that we can also concentrate both our service features and sales messages in a given area at a particularly appropriate time. For example, in one market we can emphasize treatment of an animal disease prevalent locally while in another, where it's farrowing season, we can stress our 'Life Cycle Feeding Plan' for little pigs."

Pfizer's farm radio advertising centers around the retail promotion of its antibiotic feed supplements and animal health and plant products and other chemical specialties. Some of these items, the company explains, are sold only to feed manufacturers, but are advertised to the consumer nonetheless, both to inform him of their existence and value and to point up the Pfizer name.

In previous years Pfizer has used network radio, Mr. Manley notes, but during the past two years the buying has been all in spot.

"The nature of radio makes it especially valuable to us as an immediate, local contact with the farmer," he says. "We buy, naturally enough, 'rural background' stations, concentrating in three general areas which we designate 'Corn Belt,' meaning the hog-producing region of the Midwest: 'Dairy,' meaning the milk-producing region of the Great Lakes, and 'Broiler Auction,' mainly in the Southeast.

"Our advertising is geared to the seasonal swings of these various regions. For instance, spring and fall are important times for us in the Corn Belt—that's when baby pigs are 'farrowed' (born), and farmers are concerned with preventing dis-

ease among the litters as well as stimulating maximum growth from the start. Among dairy farmers, the disease of mastitis is a big worry during winter and early spring months, so we inform them via their local radio stations of our liquid formulation of Terramycin, which we first introduced last year and which is producing excellent results in checking this stubborn infection."

Writing commercials in a language that rings true to the farmer as well as the chemist, yet tells a semi-technical story clearly in 60 seconds, is a major task for copy people at the Leo Burnett Co. in Chicago. Close liaison between the agency and Pfizer's scientists at the company's Terre Haute, Ind., experimental center keeps the nouns and verbs on an accurate level, Mr. Manley explains, as well as develops the basic copy appeals which are worked out jointly. Robert Kunkel is the account executive who "shepherds" the material from farm to agency and back again for final verification.

"Our copy is 'straight sell' on a particular way in which we can satisfy a farmer's specific need," Mr. Manley continues. "In most cases, our commercials are delivered live by farm directors, some of whom are so well known to us and so effective that they seem like part of our sales team."

A sample one-minute announcement for Terramycin Animal Formula used during farrowing season starts out:

> Hog producers know now's the time to get ready for the baby pig farrowing. The big thing is: How to get them all to market? The average hog producer weans seven pigs per litter. But the top producers average up to 10 or more. One big way these top producers save more of the pigs is to treat 'em with Terramycin Animal Formula Soluble Powder. Why don't you try it? Terramycin helps you prevent and control the diseases that kill so many little pigs...diseases like infectious scours, enteritis, dysenteries, respiratory diseases or secondary invaders. And to make the treatment easier, every quarter and half pound package of Terramycin Animal Formula Soluble Powder contains a free Terra-Treater...

Among the stations Pfizer uses as anchor points in its flexible radio coverage of agricultural areas are WCCO Minneapolis; WOW Omaha, Neb.; WNAX Yankton, S. D.; WMAX Grand Rapids, Mich.; KFEQ St. Joseph, Mo.; WHO Des Moines, and WLW Cincinnati.

"Farm directors who are well-versed in farm conditions and problems of their regions can be of invaluable assistance to us," Mr. Manley notes. "They command the respect and attention of their listeners, and their programs are scheduled at times when those listeners are most concerned with the active management of their farms.

"In many cases, these directors give added value to our special promotions by taking part with us in trade shows, or broadcasting direct from stores of our large retailers when they conduct 'open houses' or other events. Periodically, farm stations get behind special programs of ours, writing direct to feed manufacturers and specific dealers in their listening areas to alert them to our schedules."

Pfizer's use of radio to advertise its agricultural products has increased steadily since the agricultural division was organized in 1952, Mr. Manley says. At that time, the use of antibiotics in farming was just beginning to develop, and further experiments were opening up a vast range of prospects for improving the health and production of domestic animals. The establishment of Pfizer's 700-acre Agricultural Research Center at Terre Haute seven years ago marked the start not only of a new division (last year, according to its annual report, it grossed $16.7 million), but of a new kind of public service programming by the company, which prides itself in taking what it considers a leading role in developing maximum farm efficiency.

"As the population of the world grows, our farms must produce more and more efficiently to meet the ever-increasing need for foodstuffs," Mr. Manley contends. "It's pretty much

Fred Manley, Director of Advertising and Sales Promotion, Agricultural Division:

"The near-universality of radios on farms, pretty much on an all-day-long basis in many barns as well as most homes, makes the medium especially valuable to us. We haven't heard of tractors being factory-equipped with radios yet, but that can happen, too."





Demonstrating how a new product works in plant tissue to eliminate disease is George Koch (center), development bio-chemist. His audience includes (l. to r.): George Howlett, market researcher; Paul Flowers, field representative; Hugh Dermody, assistant general manager of agricultural sales; George J. Isaak, field representative; Frank Calderone, advertising manager for animal health products, and Robert Kunkel, account executive, Leo Burnett Co. Pfizer's scientists work closely with agency to develop advertising strategy.

up to America to show the way for raising the living standards of the rest of the world. If we don't, our standards will undoubtedly suffer."

Through scientific care, he adds, American farms today are becoming fewer in number but increasingly productive — veritable "food factories" which require highly developed knowledge and skills.

To aid in the development of this knowledge and skill, explains Herb Schaller, manager of agricultural public relations, Pfizer takes every opportunity to tell the farming community via radio of new developments — from scientific formulas. such as tranquilizers for beef cattle to increase their weight gains, to management methods, such as the "Life Cycle Feeding Plan" for pigs. Last year's "Eggtober" which the company promoted is a case in point —its two goals Mr. Schaller describes were to help poultrymen produce more high quality eggs (at least equivalent to an extra month of production each year) through the use of Terramycin, and to encourage greater consumption of eggs.

"Miss Eggtober," 19-year-old Susan Treat of Orange, Conn., appeared on 10 radio programs and made eight radio tapes in the course of adding her personal sparkle to the drive. First introduced to the National Association of Television-Radio Farm Directors at its annual meeting last June in Denver, Susan later met many of the directors on their home territory as she undertook a promotional tour that included such stations as WCCO Minneapolis and WLW Cincinnati and appearances on WLS Chicago *National Barn Dance* and *Dinner Bell* programs. Galen Drake also interviewed her on his CBS show.

Mr. Drake broadcast the news about Pfizer research techniques in another "non-commercial" instance, too—one of his regular programs originated at the company's agricultural center last spring. The cast of the show flew to Indiana for the performance, which was staged in the center's barn before an audience of local people. Among subjects for discussion between Mr. Drake and Dr. Herbert G. Luther, director of agricultural research for Pfizer, were the farm's "mechanical cow," used to study the digestive processes of live animals, and Elmer, a steer equipped with a "porthole" through which scientists view and test the functioning of his rumen (the first of his four stomachs).

The many tape recordings and other feature materials which Pfizer's public relations department provides to interested farm-oriented stations are a continuing part of company efforts to spread the scientific word to farmers, says Mr. Schaller.

That "word" spreads afar, too. Radio copy and promotional ideas used in the United States are passed along to Pfizer's International Division (one of five divisions of the 110-year-old firm) for possible adaptation to use in any of the 19 countries where Pfizer plants currently operate. Mexico, for example, is a heavy user of radio commercials, says Richard Wilson of the International Division, observing that south of the border Pfizer announcements are frequently converted into jingles or else interspersed with comedy and music to appeal to local listeners. Radio is a basic medium in the Philippines. Hong Kong, Japan, Australia and New Zealand, too, he adds.

In fact, Pfizer hopes to fatten up Chicken Littles and their barnyard cohorts all over the world with the aid of scientific research and the well-modulated voice of radio. • • •

Is Stereo for Real?



The future voice of radio may very well be heard in three-dimensional sound. Here's how it will affect programming—not only music, but drama, news and panel shows. Manufacturers are optimistic that an approved system is not far off

Like a teenage boy who suddenly discovers he now sings bass instead of tenor, radio is undergoing a dramatic change of voice.

Its new tone isn't generally evident to the listening public as yet. But equipment manufacturers predict that within two years, if all goes well, stereophonic radio will emerge from its current experimental stages metamorphosed into an economically attractive, esthetically pleasing and excitingly different package of sound for the American consumer.

At present work is underway to develop means of transmitting the "new" sound by either single am or fm stations.

"We're all steamed up about stereo," declares David B. Smith, vice president-research at Philco Corp. "We believe it will make a tremendous impact on the listener. The housewife, for instance, will find radio better company than ever as it creates the illusion that broadcast personalities are actually present in the room with her."

Mr. Smith thinks stereo programming will move beyond the realm of music into drama, news, interviews and discussions, for example, as well as "conversation" shows by station personalities. He notes that directional listening allows for new concepts in sound effects and use of voices as well as orchestral arrangements.

Cadillac's advertising agency, MacManus, John & Adams, is already engaged in producing stereo commercials for its automobile client. Its first such commercial, done two years ago, was a taped orchestration which could be broadcast either stereophonically or monophonically. Cadillac is currently reported to be readying a similarly designed commercial for use this fall in introducing its 1960 models.

You don't need an educated ear to appreciate stereo, in the opinion of Dr. Manfred R. Schroeder, who is in charge of acoustics research at Bell Telephone Laboratories. He believes an average listener, once accustomed to the "liveness" of it, would find difficulty enjoying monophonic sound, which seems flat by comparison.

Technical problems of producing "compatible" three-dimensional broadcasts—that is, stereo which can be picked up monophonically as well, without distortion or diminution—are considered by some experimenters to be basically solved. As for an economic method of transmission, enabling a single station to convey both sources of stereo programming, engineers figure they've almost licked that difficulty, too.

Next Step

Still to be unraveled, however, are the knotty aspects of establishing transmission standards and prodding the Federal Communications Commission to act. In this connection, the Electronic Industries Association has recently formed the National Stereophonic Radio Committee, a six-panel body which is undertaking an investigation of proposed systems (more than 20 have been submitted to it to date) with a view to setting standards for possible later adoption by the FCC.

The as yet unanswered questions stereo broaches for the advertiser, his agency, the station manager and the program director boil down chiefly to: Who'll buy stereo? What is the most effective way to use three-dimensional sound?

Al Capstaff, vice president in charge of programming at NBC, makes this point: "Stereo has a great future. But it must be used to do the things it does best, not just to repeat existing radio programs and techniques."

Already there have been broadcasts where the two stereophonic soundtracks have been carried by separate transmitters, according to RCA, parent firm of NBC. For example, a recent *George Gobel Show* presented one portion of the stereophonic signal on NBC Tv and the other over NBC Radio.

"From a radio point of view," a company spokesman says, "It is generally agreed that a more desirable method would provide complete stereophonic information on (1) an am station alone, or (2) an fm station alone.

"RCA's research and engineering studies of the various systems involved allows us to anticipate with virtual certainty that such methods will be available in the not too distant future."

Recently unveiled by Standard Electronics Div., Radio Engineering Laboratories Inc., is a new line of transmitting equipment which the manufacturer describes as providing for fm-fm stereo and other multiplex services as well as simplex. One item, a replacement exciter unit, is said to permit stereo or multiplex operation with existing transmitters.

What, specifically, is stereophony? Electronics people generally agree that stereo is a "reproduction of complementary sounds coming from two

or more directions." Such reproduction entails using two or more distinct modes of pickup, transmission and reception of the original program material. Its net result is to give the listener a sense of the direction from which particular sounds emanate (the violins from one side of the orchestra, for example, and the brasses from the other), plus a feeling of actual "presence."

In itself, stereo is far from new. Experiments have been conducted in this area and related fields as far back as 1881. However, full development of stereo awaited the refinement of electronic engineering techniques.

Today, avid record collectors and set-builders may already be—as of 1956, in fact—up to their ears in an assemblage of stereo amplifiers, phono-jacks and rumble filters, glorying in the effect of having the Boston Symphony tune up in person in their living rooms. (The recording industry is reported to be making 10 percent of its booming hi-fi sales in stereo discs at present.)

Other audiophiles, those with both an am and an fm set, may also have become attuned to stereo in the recent sudden rush by stations to test two-channel broadcasting. Within the past few months trial programs have been staged throughout the country (an estimated 125 stations currently schedule some stereo programs) and several network shows also have been aired.

Preliminary experiments have centered around using two outlets simultaneously for the transmission of the two "directions" of the program source. This method requires either an am-fm team, or am-tv; occasionally two fm stations have joined forces for a particular program. The resulting broadcasts are, however, "non-compatible" (an am-only listener hears a one-sided pickup, and so does the fm-only or tv-only audience) and occasionally difficult to tune in exactly because of local conditions.

From the standpoint of programming, emphasis to date has been almost solely on music. Taking a cue from the recording business, radio has concentrated on testing the various effects stereo can create with both live and recorded music, from classics to jazz.

Stereo is now moving beyond its "beginner" stage, spokesmen from both the technical and program sides of radio's house agree. Their unanimity fades, however, when it comes to choosing which route the medium should take from this point on to achieve maximum listening pleasure at minimum cost to both station and audience.

"Too much attention has been focused on music," Philco's Mr. Smith says. "The remarkable depth stereo gives to sound makes possible a much wider range of programming. Take remote broadcasts, for example—the effect of a shift in location can be conveyed dramatically in stereo. Newscasts, sportscasts, panel discussions are all prospects for stereo's unusual showcase. Radio personalities will have the opportunity to establish an even stronger rapport with their audiences.

"The whole business of entertainment deals with creating illusions. The 'presence' that stereo conveys will heighten the enjoyment not only of music, but of drama and conversation, by creating the illusion that the listener is on the scene of action."

Standards Sought

Philco, he points out, petitioned the FCC as early as December 1958 to institute rule-making proceedings "looking towards the adoption of compatible stereophonic sound transmission standards." Because there are several different methods of accomplishing stereo broadcasting, the company holds, the FCC should in the public interest adopt a single standard for transmission so that each stereo receiver will be capable of picking up all stereo broadcasts.

Mr. Smith says Philco, although it will concentrate on producing consumer stereo sets, has constructed a complete "station" in its lab for experimental work on a proposed am system of transmission. Field tests for this method of one-channel broadcasting are now being conducted over actual stations, he adds, and the FCC is being invited to observe a demonstration.

"Our tests have been highly satisfactory," Mr. Smith asserts. "On the basis of research and experimentation, Philco anticipates being able to produce stereo receivers which will retail for less than $30.

"There will, of course be any range of price the buyer wants, and variations in the styles in which he can get the necessary two pieces of equipment, but stereo as we envision it will be well within the reach of the average household."

Agreeing that three-dimensional sound will pervade American homes within the next 10 years, Mr. Capstaff of NBC believes, however, that stereo effect and value is primarily in the field of music.

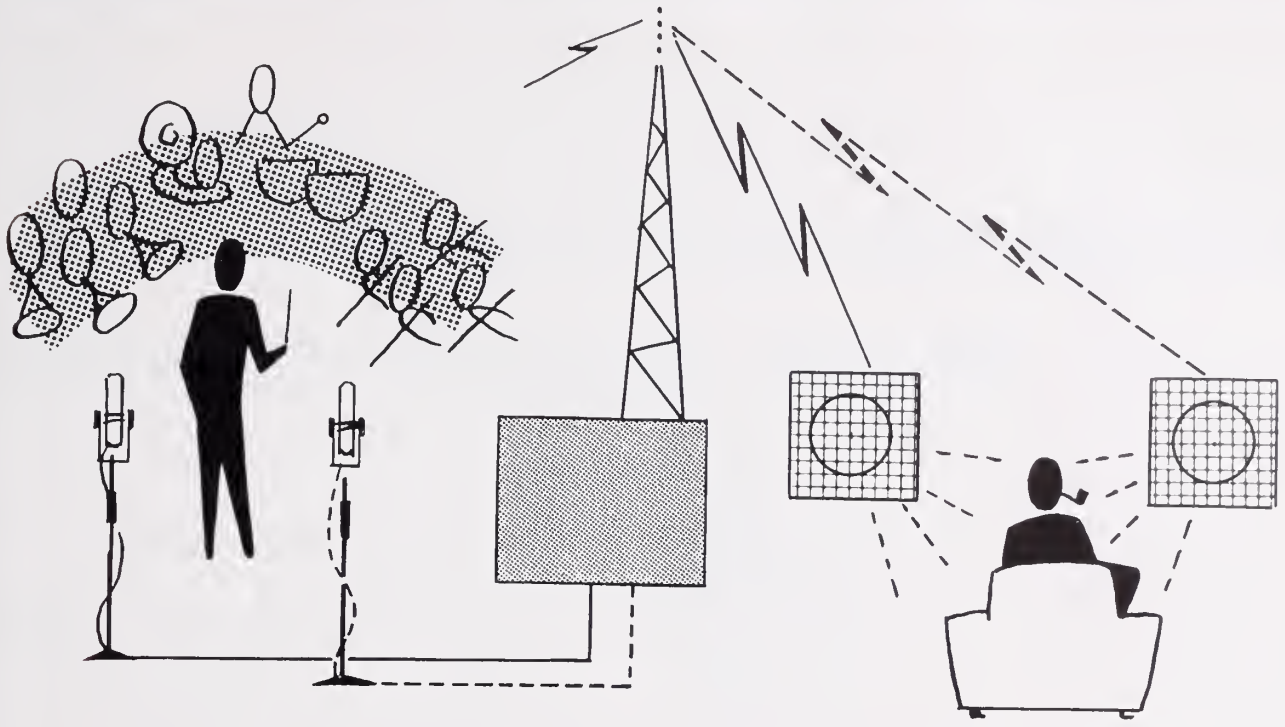
"Of course every new development in equipment stimulates new ideas and techniques for programming," he continues. "Stereo may add an exciting breadth in many areas, but music is the one in which it naturally excels.

"NBC, which we think was the first to do a multiple-city hookup on stereo, has conducted some interesting experiments from the program angle. Skitch Henderson has even distinctly re-arranged the orchestra to get a high fidelity and realistic effect."

The whole area of programming for stereo, Mr. Capstaff believes, will require ingenuity and imagination rather than added expense. And, in his estimation, fm is the key to the future of the "new sound."

NBC and RCA, its parent firm, recently have been testing an fm-multiplex system of transmission, trying out single-station stereo broadcasts in the early morning hours over WRCA New York.

In the opinion of Jay Blakesley, manager of audio sales for Gates Radio Co., the introduction of full-scale stereo broadcasting can mean a tremendous increase in sales of re-



A single station that can transmit two separate sources of sound to two separate receivers is the current goal of stereo engineers.

ceivers to the public. "The American people are always alert to new ideas," he says. "Once the equipment is available they will purchase it."

He feels than an fm-multiplex system (which utilizes "unused" portions of a station's regular channel) offers the highest fidelity, but points out that Gates, as manufacturer of broadcasting studio equipment, is also working very closely with the development of compatible am transmission.

The more than 20 proposed systems which EIA's National Stereophonic Radio Committee is currently studying offer a variety of ways to achieve the same goal: A two-part signal that can be transmitted by a single station, and received either stereophonically (by two speakers) or monophonically (by one speaker) without "diminishing" or "degrading" the reception of either.

The process of creating stereo begins with the placement of microphones in the studio. The so-called "American" system generally calls for a mike on both the right and the left side of the program area. The "European" system uses mikes which "cross" each other—the left one aimed toward the right side of the stage, and the right one aimed toward the left.

A considerable amount of experimentation is being done in the placement of mikes to determine what and how effects can be achieved, researchers at Bell Telephone Laboratories, Murray Hill, N. J., explain.

Varied Techniques

"Recording technicians have tried separating orchestral units—sometimes even putting them in different rooms," Dr. Schroeder notes. "A sound-proof glass panel between enables the conductor to direct both halves in unison.

"Three mikes may be used, sometimes even more—one left, one right, two for the singer to give an effect of movement, and one for the string bass. The whole business can become very complex."

Findings from such techniques used for recordings apply naturally to live broadcasts, he says.

"The broadcasting industry is in the midst of developing the art (and it is an art) of transmitting sound electronically. At this point it has the opportunity of fashioning a hybrid of several systems, or all of them, to achieve the best of each."

Getting stereo from the studio to the listener involves understanding both the nature of hearing and the capabilities of electronics. Regarding the first, setting up two microphones and broadcasting, in effect, two separate programs may produce good stereo effect, but it leaves the one-set listener with only part of the whole show. One of the many solutions which have been proposed for this problem was developed by a Bell research man investigating how sound behaves and how it affects the hearer. Floyd K. Becker's system, based on the so-called Precedence Effect, is said to be both compatible and requiring no additional receiver equipment.

It is based, Mr. Becker explains, on a psychological phenomenon that works like this: A person listening to a broadcast over two loudspeakers will "hear," in terms of determining direction, the sound coming from the speaker closest to him, and disregard the slightly later sound coming from the other speaker. Mr. Becker's method conveys music or voice signals from left and right microphones which have been cross-connected. The left-side information is transmitted directly to the listener's left-side speaker; it is also fed to the right-side speaker, but after a

(Cont'd on p. 74)

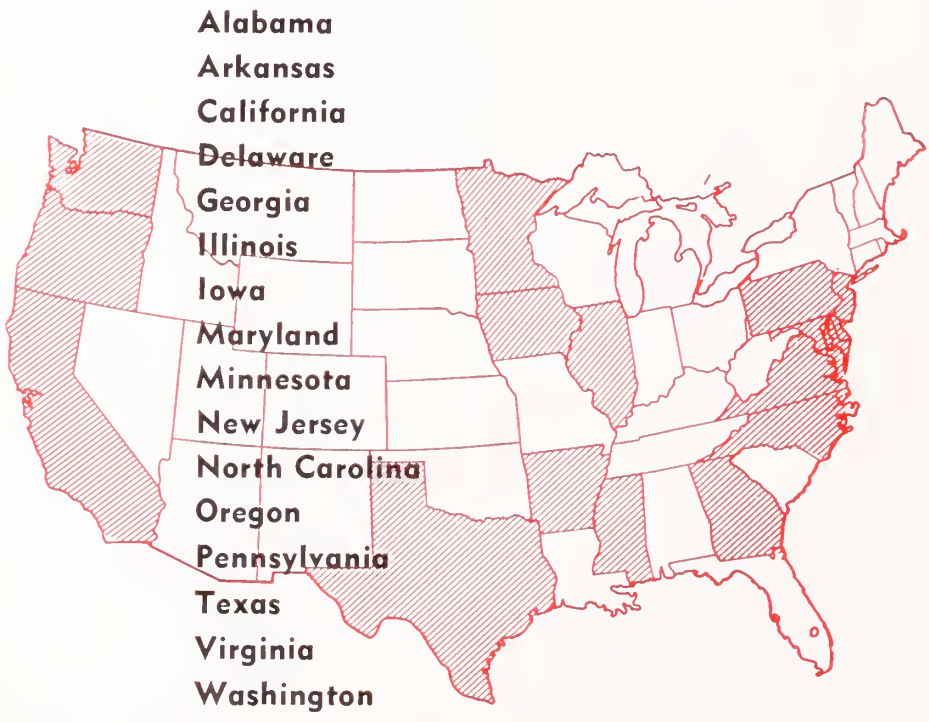
PINPOINTING THE FARMER IS . . .

How Radio Works

Specialized use of radio by Merck has doubled in five years. Firm not only seeks out select farm audience, but also watches rotation of crops to sell multi-product line

MERCK'S STATE COVERAGE

In its increasing use of farm radio, the agricultural products of the Merck Chemical Division are advertised on stations in the following 16 states:



Is it more profitable to reach all of the people some of the time or some of the people all of the time? The answer, of course, depends upon the type of product you are marketing—whether it has mass or "class" appeal.

Although the approach has been resolved in different ways by advertisers depending on individual needs, there is no denying that the industry spotlight is focused more generally on the successes of those who choose to use radio as a mass medium.

Radio's capacity for selective selling, however, is emerging, and is currently being studied with fresh excitement, especially by advertisers who are proving the "class" point.

An outstanding example of the sound medium's custom-tailored reach is the way farm radio has been moulded to fit the advertising contours of Merck & Co. Inc., one of the world's pre-eminent drug and chemical concerns, with home offices in Rahway, N. J.

For the last five years, Merck has been relying heavily on farm radio to advertise its feed additives and animal health products, and, accord-

for Merck



Merck's radio budget for feed additives, animal health products has doubled in five years.

ing to Arthur Church, radio-tv director, has doubled its radio budget during that period.

[U. S. RADIO estimates that in 1959 Merck will spend approximately $200,000 in radio for its agricultural products.]

The company is now on the air in 16 key states: Alabama, Georgia, Texas, Arkansas, California, Minnesota, Washington, Oregon, Iowa, Illinois, Virginia, Maryland, Delaware, Pennsylvania, North Carolina and New Jersey.

Radio Experiment

The firm, traditionally a print advertiser for its agricultural lines since their inception in the late 1920's, turned to local radio in 1954 on an experimental basis. The experiment has worked out so well that Mr. Church declares "radio has narrowed print's lead until it stands now at a ratio of one and a half to one."

Merck's agricultural products are the result of intensive research which last year totaled $17 million, approximately 10 percent of the pharmaceutical industry's expenditure in the field.

The Merck Chemical Division, producers of the firm's agricultural products and other lines, also spent about $12 million in expansion of production facilities in 1958.

Net sales last year for Merck and its subsidiaries and divisions totaled $206.6 million, an increase of more than $19.5 million over 1957.

Merck presently advertises nine agricultural products over 32 stations in 23 markets on a year-around basis, averaging approximately 10 spots per week per station, according to Joseph Swan, account executive for Merck at the C. J. LaRoche agency in New York.

"Since Merck started with radio," he says, "sales of the products advertised have risen substantially."

The principle reasons for the company's plunge into radio are threefold, says Mr. Swan: "Due to the nature of Merck's business, it needs a medium flexible enough to allow for copy changes on short notice; it needs to pinpoint its audience, confining it to farmers, and it needs a personalized selling job. The selective use of radio is able to accomplish all of these objectives."

Since Merck buys participations and spots in many farm and market news shows during early morning and noon hours, and chooses stations with respected and popular farm directors, both the agency and the company feel they are reaching the farm audience almost exclusively with no waste "circulation."

Professional Man

"Farmers listen to these shows religiously," says Mr. Church, "and they consider the farm director to be a knowledgeable, professional man to whom they can look for advice as one businessman to another. Since he isn't regarded as a fast-talking salesman, your commercials sound almost like a testimonial."

Great flexibility with regard to copy deadlines is a must for Merck because of variables such as weather, epidemics and other changing farm conditions which often necessitate last minute switches in the products to be featured.

Merck splits its air time among

products prepared for chickens (both broilers and layers), turkeys, swine and, most recently, dairy and beef cattle. These preparations fall into two broad categories: Feed additives and animal health products. The additives are sold to the feed manufacturers who mix them into the feed. They are advertised usually with a "look for it on the label" phrascology.

The additives include NiCarb and GlyCamide for poultry, Pro-Strep for poultry and hogs, S. Q. for chicken and turkey feeds.

The animal health products, which are sold to the farmer as packaged goods over the counter, include Bovitrin and Sulfastrep for cattle, Floxaid for broilers, Hepzide for poultry, Vetstrep Dust for chickens and S. Q. in liquid form.

Design of Products

All of these products are designed to prevent or cure animal diseases, as the case may be, and contain various vitamins and antibiotics.

Several of them have been developed since Merck's entry into radio, according to Mr. Swan, and have been added to the air schedules as they were put on the market. Merck began on the sound medium with preventatives for a disease in chickens called coccidiosis (NiCarb, S. Q. and GlyCamide). This year Merck has added to its radio use the large livestock preparation, Bovitrin, and Sulfastrep.

The number of products involved and their highly specialized uses demand extremely accurate buying as well as timely commercial placement. Lionel Schaen, La Roche timebuyer, explains that one of his biggest problems is pinpointing the station that will give the most concentrated coverage of specific livestock areas.

"We use research figures from the U. S. Department of Agriculture breaking the individual livestock types down country by country. Then we use maps and make overlays to determine where the greatest numbers of all the breeds—pigs, cows, poultry—congregate. In other words, where we can get the most out of our radio dollar."

Because, according to Mr. Swan, there has been a trend since World War II for farmers to switch from one stock to another, Merck and the agency must expend considerable effort in keeping abreast of what is being raised where, particularly in the South.

"Take north Georgia, for example," says Mr. Swan. "It used to be almost exclusively in cotton. Then the farmers decided to raise broilers, and quite recently they have switched to layers.

"In the Shenandoah valley, which has traditionally been in poultry, I noticed a great many cattle while driving through one day. I inquired locally and found out that many farmers are, indeed, switching over. As yet, the concentration isn't sufficient to warrant copy changes, but we're keeping our eye on the situation.

"In any event, once a trend is marked—and often it happens very quickly—we are able with radio to make rapid shifts both in stations and copy when necessary."

In this connection, Merck schedules copy only about three months in advance, although it usually signs 52-week contracts with its stations because the general livestock areas remain fairly stable, despite shifts in types raised.

A variety of station types is used, according to Mr. Church, ranging from a high powered, metropolitan outlet like WHO Des Moines, to small, local stations like WAVU Albertville, Ala., and WKUL Cullman, Ala. The contrast is explained by Mr. Schaen, who emphasizes that Merck's criterion is not how broad a station's general coverage is, but to what degree it succeeds in attracting a special class, the livestock raising farmer. "That's the only kind of rating we're interested in," Mr. Church declares.

Once the stations are selected, great care of an unusual nature is taken in the writing of commercials. The attention that is often lavished on music and production for the mass market is diverted by LaRoche to a painstaking conversion of technical points into salable language.

Technical Advice

To accomplish this, LaRoche relies on Jules Haberman, D. V. M., who is not only a veterinarian, but is also the author of two books in his field. Dr. Haberman points out that in writing for a farmer you may be more technical than with the general audience "because if the farmer doesn't understand the sicknesses and the cures of his stock, he isn't competent."

In addition, copy for farmers often mentions dollars and cents, the emphasis being on "healthy animals making healthy profits."
Here's an example:

"Broiler growers . . . Here's how Pro-Strep, the dual atcion antibiotic supplement from Merck, can help protect flock health and your profits.

"To help prevent early chick mortality use starter and grower rations fortified with 100 grams of Pro-Strep per ton of feed for the first 10 days.

"Then — to improve feed efficiency, stimulate growth and to minimize setbacks at times of vaccination, debeaking, or during cold or hot weather spells — use this same level of Pro-Strep for only three days out of seven, until your flock is ready for market.

"Pro-Strep contains the germ-fighting, growth-promoting action of two antibiotics — streptomycin and procaine penicillin, an effective combination that can help assure the profitable marketing of your birds.

"So — for Profitopper weights — at a reasonable cost — be sure to ask your supplier about his rations fortified with Pro-Strep, the dual action antibiotic supplement with the Merck margin of safety."

When copy like this is delivered by the local farm director or announcer it has the advantage, according to Mr. Swan, of being spoken in the accent of the area's farmers.

The farm director and the station personnel as a whole work very closely with the Merck regional sales managers, according to Mr. Church, and keep them informed whenever possible of farming news in the vicinity. For their part, the regional managers have authority to change stations or reject Rahway's choices, although they seldom do.

In 1952, Merck merged with Sharp & Dohme and now has five divisions: Merck Chemical (producers of the feed additive and animal health lines); Merck, Sharp & Dohme; Merck, Sharp & Dohme International (with offices in 11 countries); Merck, Sharp & Dohme Research Laboratories, and, in Canada, Merck & Co. Limited.

The company was founded in 1897, and declares it was first on the market with such drugs as penicillin, streptomycin and cortisone. Five of its scientific associates have been recipients of the Nobel Prize.

It has been the combination of intensive product and media research that has made radio work for Merck. • • •



The farm radio plans of Merck are explained to a visiting station executive, R. W. Youngsteadt (seated left), sales manager of WPTF Raleigh, N. C., by Arthur Church (seated right), Merck radio-tv director. Standing are (l. to r.): Jack King, of Peters, Griffin, Woodward Inc., and Lionel Schaen, C. J. LaRoche timebuyer.



LaRoche account executive, Joseph Swan, examines details of latest radio drive for Merck farm products.



Because farm copy is often technical in nature, LaRoche's copy supervisor on Merck account is a doctor of veterinary sciences, Jules Haberman.

question and answers

THE QUESTION:

If you were a general manager, how would you sell radio to an advertiser and its agency?

EMIL MOGUL ANSWERS:



Mr. Mogul, president of Mogul Lewin Williams & Saylor Inc., New York, *outlines an eight-point plan for "his" station. A "strong dose of positive thinking" is built around his knowledge that "radio sells."*

That radio is, or at least should be, an effective medium for the national or local advertiser cannot be disputed. The main question in my own mind is why radio isn't *sold* more effectively (and consistently) to the advertiser. Radio can and does sell products. Why, then, doesn't radio do a better job of selling itself?

As one who cut his advertising teeth on radio almost 30 years ago (yes, I sold time, and like to think I sold it well), I've got some strong opinions on the subject. And my fondness for radio is such that my interest is far from being of the academic variety. I honestly believe that radio has a powerful sales story to tell, but all too few radio men have been telling it with sufficient forcefulness to sell even the most ardent pro-radio advertising executive.

In my opinion, radio's selling approach needs a strong dose of positive thinking. Since U. S. RADIO has asked me to project myself into the role of a station's general manager, here's my personal brief for radio if I were to "argue" my case to a jury of agency men and advertisers:

1. I'd make it abundantly clear that my representatives truly represent in every sense of this much-abused word. My station, I would point out, insists that our representatives perform their total job, not just that small portion given to messengering rate cards and c-p-m statistics to agency timebuyers. Our representatives have all the marketing facts at their fingertips, and they know how to interpret the facts to meet the needs of a specific client or category of account. More than merely selling time, our representatives serve as intermediaries between the station and the advertiser via the agency we're attempting to sell. They think beyond the station's requirements; they know and appreciate the advertiser's point of view.

2. We believe in a realistic rate card. It's realistic in terms of being consistent with the value received. It's a realistic card because it's a) available to everyone, and b) it's consistent in that our rates are not based on momentary demand only to be cut back quietly when the demand abates.

3. My station firmly believes in establishing rates that are based solely on advertising requirements. We sell the saturation totality of our station and eschew the undue emphasis on selling traffic time and night periods. Furthermore, we promote the concept of 52-week saturation schedules by offering annual discounts to the advertiser. We disavow premium periods and we don't get involved with lower rates for nighttime periods. In brief, we encourage those advertisers whose marketing needs demand a station's total audience on a week-in, week-out, 52-week-a-year basis.

4. We promote the use of our station by local retailers by retaining a retail rate as well as a legitimate national rate. The majority of retail advertisers could not afford to remain on radio under a national rate, and to assume otherwise is tantamount to squeezing the retailer out of radio. For years, radio has campaigned to lure more retailers into the medium. We welcome the national advertiser with open cards, but the retailers who employ my station 52 weeks a year with more than 1,000 announcements are not to be underestimated. We have retail advertisers that have used the station without hiatus for many years. Their continuous use of the station is based soley on directly attributable results —sales!

5. We provide our clients with meaningful research, not a miasma of numbers that say nothing except to demonstrate our proficiency with mathematics. By qualitative research, I mean much more than a compilation of figures which indicate how

many listeners are reached. Our research translates figures into people —who they are, their purchasing power, all the key socio-economic factors of our market coverage.

6. Our programming is distinguished by originality, freshness and a permeating air of excitement. We aim for a distinctive sound that sets us apart from other stations in the market, and we get it with new ideas and talent. Our station has a personality all its own. We employ capable announcers whose quiet but persuasive selling technique fits neatly into the personality we've created for ourselves. In a word, we're *different* from any other station in our market.

7. We give full value to the advertiser by avoiding multiple spotting abuses and over-long commercials. Both can destroy the personality of a station. And continuous abuse of the listeners' sensibilities via over-commercialized programming adds up to disservice to the station's client roster. We like to turn a profit . . . but we do it without short-changing the advertiser's dollar.

8. We provide meaningful rather than superficial merchandising support to our clients. I can sum this up in two lines: Too many stations pay lip-service to merchandising

DAN KANE ANSWERS:



Mr. Kane, vice president and media director of Ellington & Co., New York, *turns "his" station's attention to these matters: Specific research, service, sales representative and personal calls.*

There is, of course, no one answer or set of answers applicable to each and every radio market. Selling strategy has to be related to market characteristics—size of market—competition—type of competition—and competitive position in market. All further related—collectively and individually—to a very basic and reasonable desire to make money!

Assuming "my" station to be a competitive factor in the market, both engineering and audience-wise, I will by-pass the more obvious areas of sales concern (programming, rate structure, etc.) and touch on a couple of points which I sometimes feel are not given the full attention they deserve.

1. *Specific Research.* I would exploit the selling advantages peculiar to "my" station and back it up with facts. Agencies are flooded with claims and counter-claims based on research that deals with only basic elements of media analysis, most of which are already familiar to the buyer. However, when a more qualified analysis is desired, they are left with only the say-so or enthusiasm of the station manager, which although is believable in many instances, is pretty tough to put in writing, and to sell a client who is twice removed from the problem.

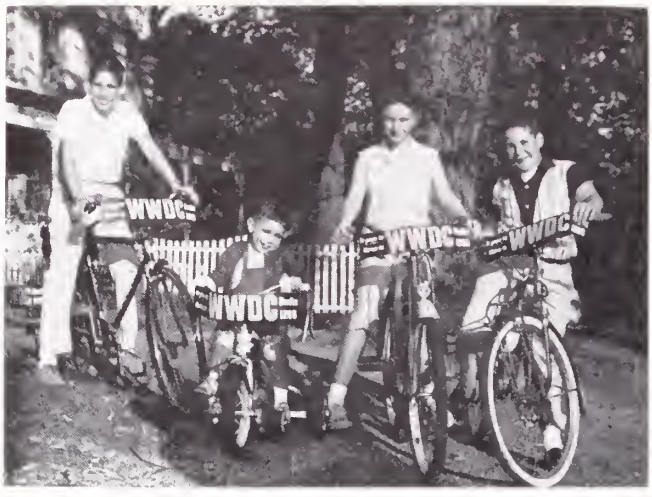
2. *Service.* Once the initial enthusiasm of the schedule has waned in agency and client mind, your invoice, affidavit and notices of change become your personal representative in a very sensitive area. I would invest in good traffic and accounting personnel. I would concentrate on development of a clearly defined and workable system of communication and confirmation within my own shop. Respect for many stations has been lost in a backwash of confusion and frustrations, resulting from slow or improper confirmations. On future orders, this is many times a deciding factor in a buyer's mind when he is faced with a "Mexican Standoff" decision.

3. *Sales Representative.* These are the whipping boys and they deserve all the help they can get from the station. I would never want to be found guilty of letting them down when they have been asked for or have promised a "quick answer." In this regard, I would be so organized that there would be at least two people at the station capable of making an on-the-spot decision in any area of question.

4. *Personal Calls on Agencies.* These are important. However, I would think about skipping one of these periodic tours of the agencies (if there are no problems that can't be resolved otherwise) and investing this trip money in an occasional phone call to the agency just to say that "the schedule is going well and we'll be happy to help with any problems relating to same in the market." I think that a quick call of this nature would generally be interpreted as evidence of real interest and possibly register a more effective impression of the station's concern for the account. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



AWAY WE GO with radio seems to be the feeling of these youngsters as they carry WWDC Washington, D. C., promotion bumper stickers. Originally made only for automobiles, with peak driving time now here, the stickers have caught on with the bicycle set also.



ELLINGTON MOOD is shown in gabfab with Red Clyde (left), artist and repertoire man, and Bud Prager, executive of SESAC Transcriptions, New York. The Duke recently signed with SESAC and completed his new album, "Ellington Moods," for release this month.



KISSIN' SWEETHEARTS of KISN Portland, Ore., throw kisses during recent promotion campaign. Actually, girls gave away candy kisses with lucky numbers that were later read on the air for prizes. Billboards also were used for the drive.



MEN IN DERBIES are staff members of WRVA Richmond, Va., who helped promote new Dobb's straw hat sale at Greentree's department store. Ten percent discounts were given to those listeners who recognized them working in the store as being from the radio station.



BEDSIDE PROGRAM is aired by Russ Hall, WITH Baltimore disc jockey, from his bed and harness in Union Memorial Hospital. Mr. Hall was injured in an automobile accident and faces months in traction, but medics and management decided the show would be excellent therapy for the disc jockey.



SCOOTER BRIGADE is The Big Wilson Scooter Safety Club, headed by KYW Cleveland personality Big Wilson (front, right). This is part of KYW's community service project, New Horizons. KYW has aired editorials to revise state's scooter licensing law.



GOOD MUSIC POLICY of KSTP Minneapolis includes regularly scheduled live music broadcasts featuring some of the country's top bands. KSTP disc jockey-emcee Leigh Kamman (right) prepares for his live on-the-air pick-up of Ralph Marterie, KSTP's band of the month.

SOFT SELL APPROACH is used on WMGM New York disc jockey Norm Stevens by Christine Miller, who is helping MGM Pictures promote its new picture and record, "The Mating Game," on the air.



HAIR-SPLITTING INTERVIEW is conducted by staff member of WKRC Cincinnati. She prowled the streets looking for mustached men who were members of the Ted McKay Mustache Club, organized by the WKRC personality. The members she found received prizes.

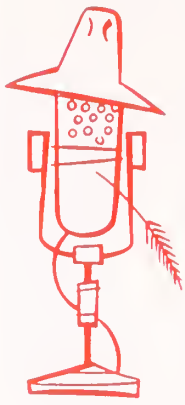




George Roesner, KPRC Houston farm director, performs one of his many diversified duties as he m.c.'s a "Paint Up and Fix Up" celebration.



KMMJ Grand Island, Neb., "Sound on the Farm" contest winner, Bruce Anderson (second from right), is interviewed by Dutch Woodward, KMMJ farm director, after being awarded an I-H 460 tractor for identifying farm sounds heard daily on the midwest station.



CHANGE ON THE FARM

CONT'D FROM P. 31

"Experiments in programming are trying to effect a balance between specialized information and attracting an audience with a broad base."

In the switchover, WKY altered its *Farm Information Hour* (6 to 7 a.m., Monday through Saturday) from the traditional block concept to a capsulization of farm service features that allowed time for more "pleasure with business."

Formerly, the *WKY Farm Information Hour* included four basic categories: 6 to 6:15 a.m., news and weather; 6:15 to 6:20 a.m., market reports; 6:20 to 6:45 a.m., music (western, mostly non-popular), and 6:45 to 7 a.m., farm reporter.

The new hourly format has this schedule: 6 to 6:07 a.m., news, weather and markets; 6:07 to 6:10 a.m., music, time and temperature; 6:10 to 6:12 a.m., farm reporter (special events); 6:12 to 6:15 a.m., music, time and temperature; 6:15 to 6:17 a.m., market reports (swine, sheep, produce and grain); 6:17 to 6:20 a.m., music, time and temperature; 6:20 to 6:22 a.m., farm reporter (local and state farm news); 6:22 to 6:30 a.m., music, time and temperature; 6:30 to 6:31 a.m., scripture readings; 6:31 to 6:40 a.m., music, time and temperature; 6:40 to 6:42 a.m., farm reporter (national farm news); 6:42 to 6:45 a.m., music, time and temperature; 6:45 to 6:47 a.m., weather news; 6:47 to 6:50 a.m., music, time and temperature; 6:50 to 6:52 a.m., farm reporter (special features); 6:52 to 7 a.m., music, time and temperature.

The task of effecting a balance between information and entertainment programming is a concern of many stations. Harvey Dinkins, farm service director of WSJS Winston-Salem, N. C., believes the two elements can often be blended successfully. "While the WSJS farm programming is slanted directly to agricultural interests, it is prepared with the view to entertain and instruct the entire public. It so happens that the WSJS territory includes almost every type of audience. That portion of the WSJS area that could be termed urban includes a big percent of people of rural origin and a considerable percent of people who actually own farm property or have close kin who reside on farm property. Much of the mail response to WSJS farm programming comes from city people."

Similar experiences are reported by Conway Robinson, farm program director of WBAL Baltimore: "Apart from the general farm audience acceptance in our coverage area, we find that the human interest quality of our show appeals to a large city audience as well. It is a popular show because of its informal, informative quality. Being aired during the early morning hours (5 to 6 a.m. daily), there is a wide listening range; we've received comments from, among others, a little old lady on the 10th floor of an apartment house who was having trouble with grasshoppers in her window flower box."

The activities and coverage of farm stations are broad in scope. To speak with authority, farm stations more than any other type of specialized programming cover their field in-depth. A sample of the ingredients of farm fare is reported by Norman Kraeft, farm service supervisor of WGN Chicago.

"Coverage includes daily livestock, grain and produce markets, area weather forecast, local and national farm news, commentary and interviews with farm personalities and farmers. Regular interview coverage includes national meetings of American Farm Bureau Federation, National Grange, Farmers Union, National Council of Farmers Cooperatives, state meetings of farm bureaus and granges in Illinois, Indiana, Iowa, Michigan and Wisconsin, and twice-yearly visits to land grant colleges in these states for series of interviews."

The in-depth approach to farm programming has brought about many valuable developments. One outstanding example is an actual farm owned by WLW Cincinnati, which has been carrying farm news since it went on the air in 1922. "In the early 1940's," reports Bob Miller, farm program director, "WLW acquired Everybody's Farm at Mason, O., 20 miles from downtown Cincinnati, to give an authentic, realistic and practical viewpoint to the broadcasting of farm news.

"This is a 'working farm'—dairy and chickens, and crops to provide feed. The farmhouse is a Lincolnera building, restored and redecorated three years ago. It has been

viewed by more than 10,000 persons in the past three years. The 750-acre farm accommodates some 700 chickens and a herd of Brown Swiss cows, a new breed introduced in this area, with an average of 30 cows milked daily at the three milking machines.

"From the farm's Little White Studio," Mr. Miller continues, "come most of the farm programs on WLW. Part of *Choretime* (Monday through Saturday in the early morning) is broadcast direct from the barn, and broadcasts can also be made from the farm home."

It is interesting that each of WLW's farm shows is designed for a different type of audience. For example, Mr. Miller states, the noontime *Everybody's Farm* program has special time devoted to news and information of interest to women; Jean Conner, wife of the farm's manager, conducts this segment of the show.

Another station that owns a farm from which it broadcasts and experiments is KMBC Kansas City, Mo., and its sister operation, KFRM Concordia, Kan. Called the KMBC-KFRM Service Farm, it is located about 20 miles southwest of Kansas City near Stanley, Kans., and comprises about 240 acres.

Director of the farm is Phil Evans, farm director. As a practical farmer, Mr. Evans often tests the farming practices and products that he recommends to his listeners. A former one-room country school that is preserved on the KMBC-KFRM farm is used by Mr. Evans as a broadcast studio.

Because of the dependence of farmers on information that keeps their business going, the most popular form of farm programming is, more often than not, substantive news and interview shows.

The major feature of WHO Des Moines *Early Morning Farm Highlights* (5:45 to 6 a.m., Monday, Wednesday and Friday) is farm commentary or interview slots. Interviews spotlight national and state farm leaders and government leaders, and champion exhibitors, among others. The program is conducted by Chet Randolp, farm news director, and is produced by the farm service department, under the supervision of Herb Plambeck, farm service director.

Mike Nelson, farm director of

Sampling

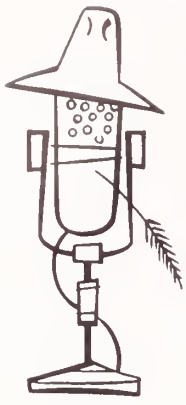
Replies from the following stations were received for the farm story:

KCMO Kansas City Mo.
KDHL Faribault, Minn.
KFAB Omaha, Neb.
KFBB Great Falls, Mont.
KFBK Sacramento, Calif.
KFH Wichita, Kans.
KFEQ St. Joseph, Mo.
KFRE Fresno, Calif.
KFYO Lubbock, Tex.
KGNC Amarillo, Tex.
KFNF Shenandoah, Ia.
KHQ Spokane, Wash.
KIOA Des Moines, Ia.
KMA Shenandoah, Ia.
KMBC Kansas City, Mo.
KMMJ Grand Island, Neb.
KMOX St. Louis, Mo.
KOA Denver, Colo.
KPRC Houston, Tex.
KRGV Weslaco, Tex.
KRLD Dallas, Tex.
KTHS Little Rock, Ark.
KVOO Tulsa, Okla.
KWFT Wichita Falls, Tex.
KWKH Shreveport, La.
KWTO Springfield, Mo.
KYW Cleveland, O.
KXXX Colby, Kans.
WBAL Baltimore, Md.
WCCO Minneapolis, Minn.
WDAF Kansas City, Mo.
WDAY Fargo, N.D.
WDVA Danville, Va.
WEEX Easton, Pa.
WFBM Indianapolis, Ind.
WGN Chicago, Ill.
WGY Schenectady, N.Y.
WHAI Greenfield, Mass.
WHFB Benton Harbor, Mich.
WHO Des Moines, Ia.
WIBW Topeka, Kans.
WIOU Kokomo, Ind.
WJAG Norfolk, Va.
WJTN Jamestown, N.Y.
WKTY La Crosse, Wisc.
WKY Oklahoma City, Okla.
WLS Chicago, Ill.
WLW Cincinnati, O.
WMBD Peoria, Ill.
WMC Memphis, Tenn.
WMRN Marion, O.
WMT Cedar Rapids, Ia.
WNAX Yankton, S.D.
WNOX Knoxville, Tenn.
WOAI San Antonio, Tex.
WOW Omaha, Neb.
WOWO Fort Wayne, Ind.
WPTF Raleigh, N.C.
WREM Remsen, N.Y.
WRFD Worthington, O.
WRVA Richmond, Va.
WSB Atlanta, Ga.
WSJS Winston-Salem, N.C.
WSM Nashville, Tenn.
WTIC Hartford, Conn.

Farm Advertisers

The following is a partial list of national farm advertisers as reported in station questionnaires:

Allied Mills
American Cyanamid
American Poultry Journal
American Salt
American Steel & Wire
Ames Hybrid Chicks
Armour
Black, Sivalls & Bryson
J. I. Case
Chattanooga Medicine
Chemagro
Chilean Nitrate
Churchman Mfg.
Coker Seed Co.
Commercial Solvents
DeKalb Agricultural
Derby Oil
Dr. Pierce's Proprietaries
Dr. Salisbury's Labs
D-X Sunray Oil Co.
Esso Weed Killer
Ford Tractors
Funk Seed
Hercules Powder
Homelite Chain Saws
International Harvester
Kendall Mills Milk Filters
McCulloch Chain Saws
Merck
Minneapolis Moline
Monsanto
Myzon
Nutrena
Oyster Shell Products
Pennsylvania Salt
Pfizer
Plymouth Cordage
Quaker Oats Feeds
Ralston-Purina Feeds
Sterling Drug (d-Con)
Virginia Carolina Chemical
Willard Tablet Co.



"Radio plays leading role in informing, especially through popular farm director interviews, and in encouraging future farmers and future farm broadcasters."

WJAG Norfolk, Neb., which carries 25 hours of farm programming a week, about 30 percent of the total schedule, declares, "Our most popular show is *Farm to Market Time.* This is a full 35-minute summary of farm news and interviews aired daily."

And KDHL Faribault, Minn., which airs 52.5 hours of farm programming a week, about 38.5 percent of the total schedule, reports that "Daily, on-the-farm interviews are most popular."

The on-the-farm interview has been made possible by the development of portable tape recorders. In fact, the use of tape by radio stations has brought about a programming revolution in farm radio. "Farm directors travel constantly with tape recorders," comments Anthony Koelker, station manager of KMA Shenandoah, Ia., emphasizing that "farmers need radio."

A prime programming source of farm radio stations, the U. S. Department of Agriculture, also has changed its ways with the use of tape. "For many years, the radio service of USDA maintained a script service and short 'flashes' which were popular," says Layne Beaty, chief of the radio-tv service of USDA. "Now tape has replaced these. The weekly *Agri-Tape,* 13 and one-half minutes of segmented features and USDA news, goes out on a tape-return basis to 90 users, mostly to individual stations, but also to state colleges and state Farm Bureaus who duplicate it for further distribution."



Marvin Vines (right), KTHS Little Rock farm service director, holds gabfest with studio guest during one of his daily farm programs.

Promotion Activity

The relationship between the farm station and the farmer, as can be seen, goes beyond providing information, counseling and entertainment. Many radio stations take leading roles in encouraging and fostering the growth of farming as a business.

One such activity is the 11-year-old Farm Youth Program of WTIC Hartford, Conn. Under the direction of Frank Atwood, farm director, the plan makes loans to boys and girls in Connecticut and Massachusetts for them to buy foundation stock for dairy herds. "The station in these years has loaned approximately $90,650 to more than 574 young men and women," declares Mr. Atwood. With each loan, the station and the youthful buyer of the calf sign a partnership contract under which they share the losses if a calf dies. If, as hoped, the calf lives to maturity and becomes a producing member of a dairy herd, the loan is repaid without interest, and full ownership transferred to the boy or girl.

"We work closely with members of the school extension staffs, vocational agriculture teachers and pure bred cattle associations of the two states in the operation of the program. At any one time, WTIC has a partnership interest in more than a hundred heifers of various breeds scattered over its immediate listening area."

Anxious to perpetuate professionalism in farm broadcasting, many stations spend time and money to guarantee the future caliber of farm broadcasters. Bob Nance, farm service director of WMT Cedar Rapids, Ia., declares, "For the past 12 years, WMT has offered a $1,000 scholarship to an Iowa State College youth who is majoring in farm journalism. The student works the following summer months at WMT, and then works the next school year as WMT's farm correspondent at Iowa State, which is the agricultural school in the state. Incidentally, each WMT scholarship winner has remained in some phase of the broadcast industry."

WMT carries three major farm programs a day during the key farm time periods: 5 to 7:30 a.m., 11:45 to 1 p.m. and 5:45 to 7 p.m.

As part of their role in furthering the interests of the farm community they cover, radio stations become involved in a variety of contests, promotions and trips with a farm slant.

Typical of many such activities are those engaged in by KCMO Kansas City, Mo. Two of the station's promotion highlights are a calf contest and a European farm study tour. The calf contest, which is open to members of 4-H and Future Farmers of America and is conducted in cooperation with vocational and extension leaders in Kansas and Missouri, is designed to stimulate more interest in the rate and efficiency of gain made by beef animals. According to George Stephens, KCMO farm director, more than 1,000 4-H and FFA members living in 190 different communities have entered beef projects in the 1959 calf contest, which started January 1 with the weighing of the calves. Winners will be selected on the basis of a 240-day feeding period and will be announced in October.

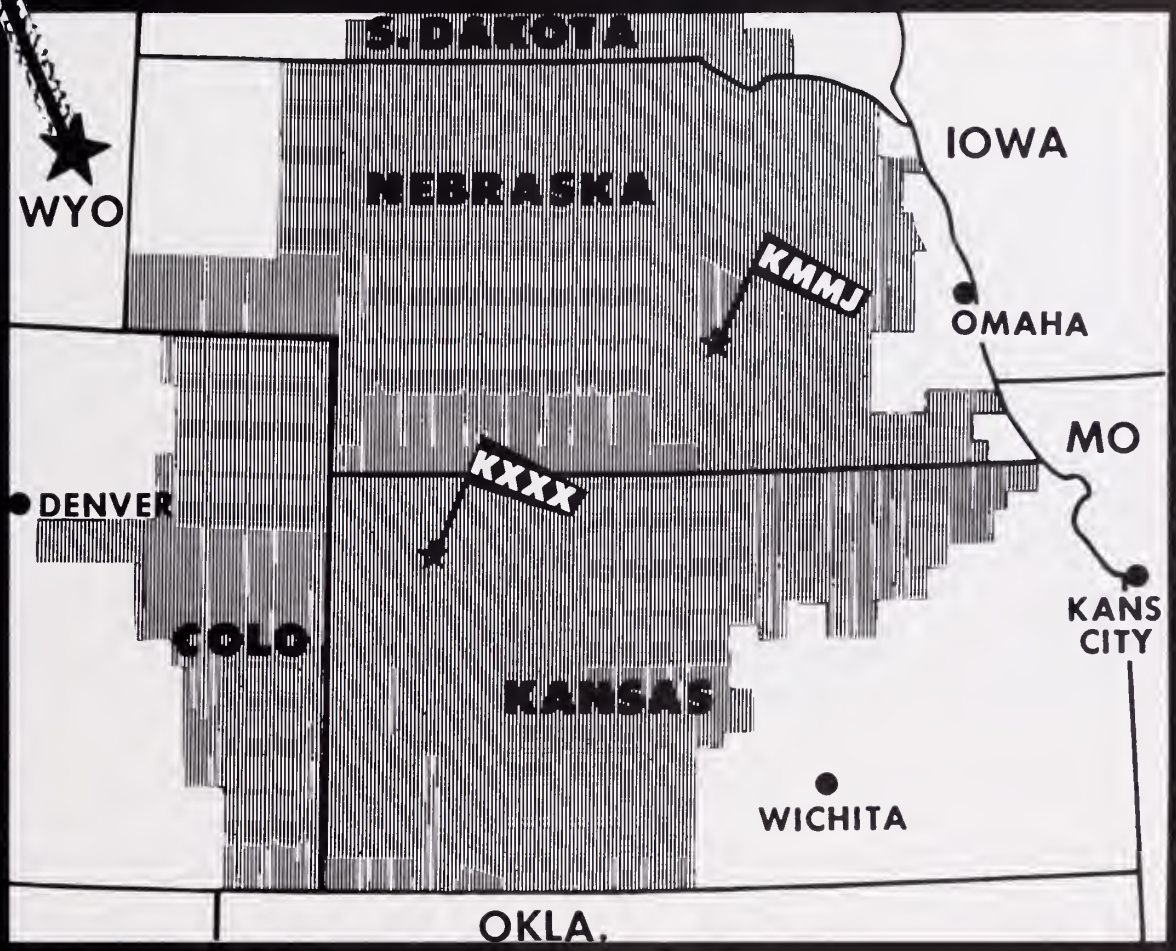
Points in the contest will be awarded on the basis of the rate of gain, efficiency, and type or quality of the animal. The three top winners will be eligible for $250, $150 and $100 college scholarships.

(Cont'd on p. 52)

Success Speaks for Itself!

STANDING ROOM ONLY

*on MAJOR FARM MARKET RADIO



CONTACT

FARM & HOME RADIO

H-R REPRESENTATIVES, INC.

750kc
10,000 watts

KMMJ
Grand Island
NEBRASKA

790kc
5,000 watts

KXXX
Colby
KANSAS

Serving "Mid-America"



WLW Cincinnati holds its annual chicken barbecue and sales presentation for clients and guests of its farm programs at its own farm, "Everybody's Farm." WLW broadcasts and experiments at the farm which it has owned for 15 years.



Farmers gather in the KMA Shenandoah, Ia., auditorium for one of many meetings and forums initiated by KMA farm service directors. Crop management is stressed.

(Cont'd from p. 50)

This September, KCMO also will conduct its third European Farm Study Tour. The 24-day tour, under the direction of Mr. Stephens, will enable members of the group to see first-hand the major agricultural, political, social and economic centers in seven European countries. Countries to be visited are: Ireland, England, Belgium, France, Switzerland, Germany and The Netherlands. KCMO conducted previous tours in 1950 and 1955.

And Bill McReynolds, farm and ranch editor of WOAI San Antonio, Tex., last November and December led a similar tour to South America. It consisted of a group of 25 and lasted 28 days, covering 16,000 miles by plane, auto, bus and train.

Another group of 25 local farmers, under the guidance of Harry Martin, farm director of WFBM Indianapolis, Ind., took a trip last June that included the Brussels World's Fair and Russia. Object of the trip was to observe farming methods in other countries. Since his return from the six-week tour, Mr. Martin has made some 300 personal appearances describing the trip.

Aside from foreign travel, the farm director generally finds himself trying to be in two places at once as he keeps up with farm news in the station area. A travel log sent in by KTHS Little Rock shows that Marvin Vines, farm service director, made 106 separate visits to various towns and cities during the first quarter of 1959. These visits ranged from visiting individual farms to attending the meeting of the Farm Bureau Commodity Committee to guest speaker at an FFA father and son banquet to attending a sales meeting of the Little Rock Packing Co.

The devotion of the farm broadcaster to his job cannot be measured in terms of the size of the station. Many stations, due to the varied composition of their audiences, have limited hours of specialized farm programming. Time and effort is still expended on these stations for such things as on-the-farm interviews.

An example is WHAI Greenfield, Mass., which carries about seven hours of farm programming a week, about .05 percent of the weekly schedule. Wally Wagoner, farm director, reports, "Our out-of-the-studio interview-type programs are generally our most popular and attract attention even from non-farmers. Most of these consist of on-the-farm interviews with farmers and equipment dealers."

Even with its relatively few hours of farm shows a week, WHAI has a tradition of 15 years of farm broadcasting. At the same time, there are stations that are just starting out in farm programming. KIOA Des Moines, which has a full-time department headed by Ralph Vogel, farm director, reports that it is "just making its entrance into the farm field on the strength of a strong rural audience."

While it's true that some farm stations have adjusted their farm activity because of its expense and the related "battle of the numbers," other stations have found themselves slowly building their specialized farm fare. A thumbnail portrait of this is provided by WNOX Knoxville, Tenn. "Modern WNOX farm programming began in December 1947 with the *Voice From the Farm,* taped interviews with farmers," states Cliff Allen, farm director. "Markets, weather and farm news, along with other features, were added piece-meal until farm programs were gathered together between 5 and 7 a.m. A special five-minute farm news program also has been added at 12:05 p.m. to take care of late market and other farm news."

(Cont'd on p. 54)

Fargo is the SPENDINGEST city in the U.S.A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



"Today's farmer is a man of commerce and a consumer at the same time; farming is a business enterprise, days of self-sufficient farmer are over."

(Cont'd from p. 52)

Advertiser Relations

Today's farmer is a man of commerce and a consumer at the same time. Farming is no longer merely a means of subsistence and existence; it is a business enterprise.

Because of the intensive specialization in crops and growing income, the farmer has been buying in quantity. This not only applies to his work-a-day farm needs, but also in consumer products. A trend in farm product purchases has been in large package buys of such things as fertilizer and seed. The consumption of consumer products in quantity by farmers can no longer be overlooked by agencies and advertisers.

There are many reasons for this high consumer expenditure. In the first place, the development of modern farming and the simultaneous development of many new consumer items go hand in hand. As a consequence, the farmer requires cars and auto accessories, washing machines and detergents, refrigerator-freezer combinations. Even food is a large item today on the farmer shopping list. The days of the self-sufficient farmer are over. Concentration in crops took care of that.



Crusade for farm safety is conducted on the city streets by WBAL Baltimore, Md., tractor.

The 1954 Census Bureau figures on agriculture show that at that time about two-thirds — or 3,327,000 — farms were considered commercial, accounting for 97 percent of the value of farm products sold. The other third—or 1,456,000—farms are considered part-time farms and make up the other three percent of the value of farm products sold.

The second reason for the growth in farm consumer purchases has been the upshoot in income of farm families from non-farm sources. Among other things, this includes income from a farm family member who works in the nearby city.

In 1958, according to the U. S. Department of Agriculture, net income of the farm population from farming was $16 billion while farm population income from non-farm sources was $6.2 billion. This makes farm population income from non-farm sources about 39 percent as much as the income from farm revenues.

The accent on consumer expenditures by farmers is underscored by Anthony Bello, national sales manager of KMOX St. Louis: "The farmer is no longer a purchaser of feeds and grains and farm equipment exclusively. As farmers have grown fewer and bigger, the operators have been buying more—and more different things. For instance, 39.2 percent of all farmers own electric stoves compared with 27.3 percent for those living in urban areas, and 59.7 percent own power lawn mowers compared with 25.2 percent in the urban areas. Interesting, too, is that farmers buy more petroleum than any other industry; farmers also use enough raw rubber to put tires on nearly six million cars a year."

Similarly, Bill Lane, manager of radio for KGNC Amarillo, Tex., explains that in addition to farm product advertisers, "many soft goods and pharmaceutical manufacturers want to reach the station's farm audience, although not necessarily advertising farm items."

And Bill Martin, executive vice president of KMMJ Grand Island, Neb., states, "We have many accounts, not considered farm clients, who request farm time for running spots, such as Fleischmann's Yeast, Butternut Coffee, Folger's and R. J. Reynolds Tobacco."

In addition to its significance to advertisers, the consumer approach to farm radio has obvious meaning to stations. "We have found farm programming profitable," says Frank Raymond, farm director of WDVA Danville, Va., "because not only do farmers buy plows, but they also purchase washing machines, cars, household appliances."

In selling their farm stations to advertisers, most stations compile a comprehensive market study. KFRE Fresno, for example, includes the following type of information in its appeal to advertisers: "A 66 percent population increase since 1940 in its four-county area; $24,024 gross cash income per farm in this area; 123 percent increase in agricultural employment from April 1950 to April 1957." Wally Erickson is KFRE farm director.

Other types of research material stations use are studies they themselves conduct on farm listening habits, or projects performed independently by such sources as schools and colleges. WRFD Worthington, O., whose farm service director is Clyde Keathley, reports the following study conducted by Ohio State University last year for the Producers Livestock Association. It shows that when farmers were asked to list the sources of their market information for livestock, these were their preferences: radio, 82.7 percent; tv, 26 percent; daily newspapers, 61.1 percent; local news-

(Cont'd on p. 56)



IF YOUR BUSINESS IS AGRIBUSINESS,

put these two on your plans board

George Roesner and Buck Buchanan should both be on your plans board if your business is "Agribusiness." Agribusiness is the revolution that has taken place in agriculture all over the nation. George Roesner and Buck Buchanan know more about the results of that revolution in Texas and Louisiana than almost anybody you could find. They are walking data books on cotton, cattle, poultry, and swine, and the men and women who raise, sell, and buy them. Their services are offered for your planning problems. A call or letter to KPRC! will give you the benefit of their wealth of on-the-spot, experienced-gained information . . . A schedule on their KPRC! shows will get you an abundance of customers!

GEORGE ROESNER
5 to 6:30 A.M.
MON. THRU FRI.

BUCK BUCHANAN
12:05 to 12:30 P.M.
MON. THRU FRI.

NBC **KPRC!** 950 ON THE DIAL
HOUSTON, TEXAS

Represented nationally by Edward Petry & Co.



"Development of farmer as consumer market is due to diversification of crops and growth of non-farm sources of revenue for farm family."

A recent survey* shows—

More farm families in Illinois and Indiana prefer WLS for farm news and information on farming than the next four radio stations combined!!

WLS CHICAGO

The Prairie Farmer Station

Represented by John Blair

*APRIL 1959 STARCH SURVEY OF 24 ILLINOIS AND INDIANA COUNTIES

(Cont'd from p. 54)

papers, 6.2 percent; telephone, 56.2 per cent; farm magazines, 38.5 percent; other sources, 31.7 percent.

Farm advertisers who know their apples — and research — can make special use of farm radio listening patterns in pinpointing their prospects. For example, Bill Merrill, commercial manager of KHQ Spokane, Wash., states that, "Specific advertisers desire different time periods depending upon the farmer their product appeals to. As an example, Black, Sivalls & Bryson, with its storage bins, uses the noon farm show since the wheat farmers with large acreage tracts are not required to arise as early in the morning as the dairy or stock farmer."

The loyalty of the farm audience to its radio station is the backbone of farm radio. Specialized programming of this type is more adequately measured, not by numbers, but in the climate that is created in the mutually profitable relationship between station and farmer. Convincing advertisers of this story is still the big task ahead for farm stations.

The smaller market farm station has special problems.

"The primary problem," declares Si Goldman, president of WJTN Jamestown, N. Y., "seems to stem from the fact that the farm advertiser neglects to research stations that really have farm programming and a farm following. As a result, they place farm business on non-farm stations and actually neglect areas where they could get in from within. It is our opinion that if farm advertisers would research the stations in smaller areas with big farm followings, they would get a great deal more for their money than taking the easy way out and placing farm business on a metropolitan station with big power in the hopes that the commercial message will reach the farmer in the outlying areas."

WJTN carries 15 hours of farm programming a week—11 percent of the total schedule—which is under the direction of Robert (Doc) Webster, farm director.

Similarly, Charles F. Might, farm director of WMRN Marion, O., states, "Our biggest sales problem is selling a national sponsor on the idea that a 250 watt station can have

a tremendous farm market potential."

"The biggest sales problem we have," says John Chase, farm director of WHFB Benton Harbor, Mich., "is the fact that the agency in far off cities does not really know how to talk to the farmer. In the case of spray materials, they don't allow enough freedom of operation by the stations to alter schedules to fit actual farmer needs."

Farm stations in their relationship with advertisers also face the problem of sparcity of population in some farm areas. "We feel the eastern buyer places farm advertising on the basis of human population only," states Stan Meyer, farm service director of KFBB Great Falls, Mont. "In competing against the Midwest for sales—and really, we should only have to compete against other media in this area—we are sometimes told, 'We don't advertise in the Mountain West because there are too few people there.' That argument is wrong on the basis of cost per thousand and wrong because combines, feeds, fencing, medicants and chemicals are bought for crops and livestock—*not people*. Large Montana ranches are financed like businesses, and buy like the big businesses they are."

Problems aside, there is perhaps no other area of radio in which there is a closer working relationship than between farm advertisers and their farm stations. Usually considerable freedom is allowed the farm station in the timing and placing of commercials. This is done to provide the advertiser with maximum timeliness when the sale of his product is dependent on such variables as weather, or disease outbreaks.

"We have a great deal of freedom usually in adapting advertising copy," says Bruce Davies, farm director of KFAB Omaha. "This is essential in order to tie in with local weather conditions and local dealer supplies. The KFAB farm department works locally with dealers and branches in co-ordinating program material, too, especially where it is concerned with seasonal accounts such as fertilizers, seed, corn and certain farm implements."

This close working relationship has produced countless sales success stories. For example, the Burnette-Carter Co., livestock brokers, Memphis, Tenn., had this to say recently to WMC: "We just completed a survey of 250 customers regarding their listenership of the *Livestock Market Reports* we co-sponsor with South Memphis Stockyards. The results were most interesting.

"One hundred and fifty seven replied that they hear one or more of the market reports. That's 60.2 percent. Of those indicating that they listen, 52.5 percent preferred the 12:05 p.m. report, 36.2 percent preferred the 11:05 a.m. report and 11.3 percent preferred the 12:30 p.m. report."

Because farm stations are in the business of supplying authoritative information that affects decisions and purchases by farmers, many advertisers supply broadcasters with a steady flow of product and service information. More often than not, this information is welcome—with

For Farm Service—
Oklahoman's turn first



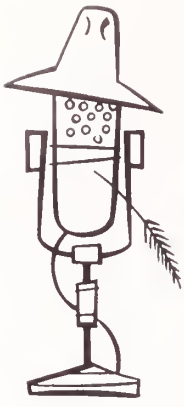
to WKY Radio

WKY's Farm Service is more than on-the-air—it's on-the-go. Wherever there is agricultural activity in Oklahoma, there's WKY Radio. That's one good reason why more Oklahomans dial WKY Radio than all other Oklahoma City radio stations combined.*

**Area Pulse March, 1959*

The WKY Television System, Inc.
WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

WKY RADIO 930



"Information material from advertisers is generally welcome, but it must be news and have importance to area; merchandising is a big farm radio plus."

certain qualifications.

"The farm broadcaster needs to know the product he is selling," declares Alden Aaroe, farm director of WRVA Richmond, Va. "He needs real facts and figures more than claims and estimates. Furthermore, he needs to have a realistic appraisal of the competition that exists.

"Every large farm advertiser has internal publications and information sheets, and some include their broadcasters in such mailing lists. Other sponsors treat the broadcaster as one of their salesmen and include him in sales meetings."

Hugo J. DiSalvo, program director of WIOU Kokomo, Ind., states, "Yes, we do use farm material sent to us by farm advertisers when it is applicable to our area and demands. This material includes written matter, transcriptions and tapes."

"We also like to receive sales literature from a client," says Chuck Muller, farm director of KOA Denver. "A sample of some items for local trial or test is also considered valuable. These help the farm director to familiarize himself with products being promoted."

Product samples, new information and product changes are the things Harold J. Schmitz, farm service director of KFEQ St. Joseph, Mo., would like to receive from advertisers.

There are many stations who have set up various standards in the acceptance of program material from advertisers or potential advertisers. "We prefer institutional-type material," declares Emil Bill, farm director of WMBD Peoria, Ill.

"The only commercial material that we will use within our shows—other than direct commercial copy—must have real *news* value," states Carl F. Meyerdirk, farm and home director of KVOO Tulsa.

Leslie Kennon, vice president of KWTO Springfield, Mo., says, "We use program material to a certain extent. We are not referring to the straight commercial-type material but to information based on results obtained by feed, fertilizer and equipment manufacturers on their sponsored programs only."

The personal nature of farm radio lends itself appropriately to merchandising support. "For our regular advertisers," says George Roesner, farm director of KPRC Houston, "we make window posters with our farm personality pictures on them as well as the name and program time of the advertiser. We also send out letters to the dealers asking them to help publicize meetings."

Mr. Roesner cites this result from merchandising support. "One distributor for a product that is advertised on our farm show was able to line up 19 new dealers in a matter of two weeks by mentioning that the product was being sponsored on the KPRC farm show."

WDAY Fargo, N. D., enthusiastically supports merchandising aid and offers a five-point plan: On the air (live and transcribed chainbreaks, one-minute announcements and product promotion on live sustaining shows), house organ (*Mike Notes*, a monthly publication with more than 15,000 paid subscribers), trade mailings, newspaper (paid program announcements in area newspaper with sponsor identification), and displays (special window, lobby and point-of-sale attractions).

One of the big plusses of farm radio merchandising is the personal contact by the farm director with the farm community—customers and advertisers, dealers and sales representatives. KWKH Shreveport, La., reports that its farm service director, Jim Hedrick, travels approximately 50,000 miles per year in such activity. KWKH also offers on-the-air promotion of programs, posters in dealer outfits, mailings and newspaper promotion.

"KWFT Wichita Falls, Tex., pulls out all stops when it comes to merchandising support," declares Ben Ludy, president and general manager. "Without waiting for client's request when an order is received, KWFT immediately sets to work preparing merchandising materials.

"Personal letters are written by Earl Sargent, farm service director, to dealers advising them of the schedule. Attractive jumbo post cards are mailed out by the hundreds advising dealers to stock up, and post cards are mailed out daily advising dealers their names and businesses are to be publicized on certain dates when dealer tie-ins are used."

Attendance and talks at farm groups throughout its area by A. B. Jolley, agriculture director, is a prime merchandising aid offered by KRLD Dallas. New sponsors are also reported in the *Dallas Times Herald* announcing the forthcoming schedule.

Agriculture is a growing business. And radio—the perfect companion it is—is keeping pace with the increasing needs of today's modern farmer. • • •

Listening Patterns

Using all-electric voting machines, which attracted attention at the U. S. pavillion, Brussels World's Fair, WOW Omaha, Neb., conducted its own election at last year's Nebraska State Fair. Topics ranged from politics to media considerations. The following are results showing popularity of radio down on the farm:

Do you have a radio in your:

	Yes
Barn	33%
Milkshed	13%
Truck	40%
Tractor	13%
Total Votes Cast	1387

Vote for whichever helps you most in your day to day farm (or business) operation:

Nebraska Fair Vote—2215

	Composite Vote	
	Adult Fair Vote	Teen Fair Vote
Television	61%	39%
Radio	72%	28%
Farm Magazines	64%	36%
Farm Newspapers	78%	22%
Newspapers	70%	30%

U.S. RADIO IS USED...

by the radio industry to reach the decision-makers

he monthly magazine devoted 100% to radio advertising.

U.S. RADIO 50 West 57th Street, New York 19, N. Y.



Have you heard about

the new 4-column format...another advance in SRDS service to the advertising business

SRDS users like it

Agencies and advertisers were consulted before we decided to make the change. The vast majority said, "good idea . . . go ahead."

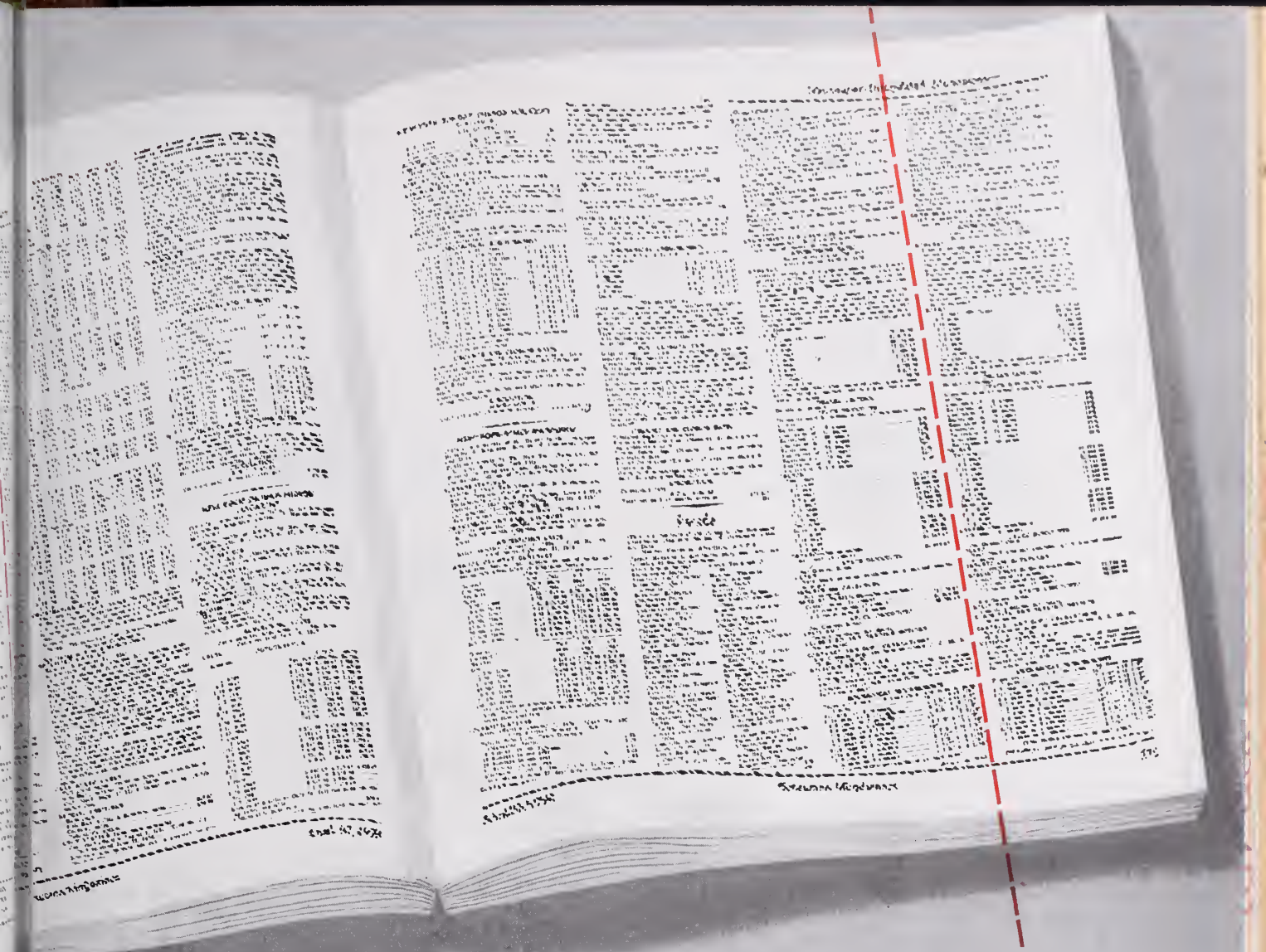
SRDS users get:

More information per page (8 columns of buying information before them when they open it).

Better flow of buying information from page to page with much less interruption, because fewer editorial fillers will be required.

More Consumer Market Data (the fourth column permits additional market data tables).

A less bulky "buyer's directory" (easier to carry, easier to file, easier to use . . . it lies *flat*).



Coming in October, 1959

Exactly the same as before, except for one more column per page.
Standard advertising page still 7"x10", same as before.

the new SRDS size?

A word from the Publisher

"Just forty years ago, this year, SRDS set out to make authoritative media information conveniently accessible to everyone in advertising, whenever they need it. You've seen many improvements in our service (even if you're only old enough to have observed the last half dozen or so). The new, easier-to-use 4-column format is just one more. We're sure you'll like it."

WALTER E. BOTTHOF
Publisher

SRDS

Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

1740 Ridge Avenue, Evanston, Ill.

Sales Offices: Evanston, New York, Los Angeles



Radio . . . Always In Tune With You

May's second annual National Radio Month drive receives promotional and governmental attention. Radio story is brought home to advertisers, agencies and stations

In May, the voice of radio was heard in the land with an extra note of exuberance. Speaking up for itself, and hearing itself spoken up for, the medium observed its biggest National Radio Month promotion to date, according to the National Association of Broadcasters.



"Radio—1959" was topic for Radio Month program on Arizona State University's weekly *Western Business Roundup* on KOY Phoenix. Participating were (l. to r.): Ray Smucker, sales vice president, KTAR; Shel Engel, general manager, KRIZ; Dr. Ralph Hook Jr., moderator; Grace Webb, Advertising Counselors of Arizona; Jack Williams, program director, KOY (and he is also the mayor of Phoenix).

Station events, ranging from guest-conducted platter programs to an Alaskan expedition, may be over officially, but the continuing effects of originality and enthusiasm should linger on year-around, in the view of Kevin B. Sweeney, president of the Radio Advertising Bureau. If the perspective of National Radio Month were extended throughout 1959, he noted in a speech during this year's observance, it would "quadruple the regard of advertisers for the medium."

During the course of the promotion, more than 100 public figures paid tribute to radio in special messages to NAB. They included Senator J. W. Fullbright of Arkansas, chairman of the Senate Committee on Foreign Relations; Vice President Richard M. Nixon; Speaker Sam Rayburn of the House of Representatives; Chairman John C. Doerfer of the Federal Communications Commission.

Proclamations designating May as National Radio Month were signed with a variety of flourishes from coast to coast. Governor Robert B. Meyner of New Jersey was among the proclaimers, on behalf of the New Jersey Broadcasters Association; so were Mayors Norris Poulson of Los Angeles, for the Southern California Broadcasters Association; James T. Hanlon of Scranton, Pa., for stations WARM, WSCR, WICK, WGBI and WEJL; and E. L. Danielson of Elkhart, Ind., for WCMR and WTRC.

In a promotion vein, a trek to Alaska was sponsored by WDGY Minneapolis. The Minnesota station's disc jockey Jim Ramsberg made the trip to Anchorage, from where he broadcast several Radio Month programs over KFQD that were channeled back to WDGY. Mr. Ramsberg's venture was underwritten in part, the station reports, by

the Eskimo Pie Corp. (The d.j. returned home with 1,000 "genuine" Eskimo Pies to give away.)

Adding a "spirited" note to a joint promotion aimed at advertising agency people, the Cleveland stations of KYW, WHK, WJW and WDOK distributed gift-bagged martinis. The ready-mixed cocktails, complete with olives, were sealed in plastic and delivered both in Cleveland and New York City by attractive models.

The same stations also sent a joint mailing to 2,500 agencies and advertisers to point out market information about Northern Ohio. On the listener end of the receiver, they conducted a teaser campaign regarding the meaning of the initials NRM.

"Sounds Like Me" was the name of a contest aired by WKDN Camden, N. J. Voices of listeners were recorded by beeper phone and on location, then broadcast at various times; people were asked to identify their own voices by sending in cards specifying the times and dates they heard themselves on the air. In addition to daily prizes, winners earned a try for the grand prize, a swimming pool.

Among Radio Month features highlighted by WWJ Detroit was an on-the-job training program for 30 teenagers. These "voices of tomorrow" were given the opportunity to introduce records as well as deliver weather, public service and commercial announcements under the supervision of station personnel. The project was endorsed by the Detroit Public Schools, according to WWJ.

WNBH New Bedford, Mass., reported "snow" flying during Radio Month — Jed Snow, a "Cape Cod character" disc jockey, broadcast daily from a plane above the city, and listeners were invited to guess his altitude.

KMOX St. Louis gave away four table-model radios a day every day, in a "Radio Month Personality Contest."

KWIZ Anaheim, Calif., sponsored a "spring fling" free dance for teenagers one Saturday afternoon.

Editorially, WJTN Jamestown, N. Y., devoted its May 4 "statement of opinion" to outlining the services, history and impact of radio. The editorial, presented by Si Goldman, station president, signed off with a special tribute to WJTN listeners.

KRIZ Phoenix, Ariz., opened the month with an hour-long program of discussion on the radio industry. Panelists included John Redfield, president of Phoenix Metropolitan Broadcasters Association; Charles H. Garland, president of Charles H. Garland & Associates advertising agency; Dr. Arthur Aden, director of research and development, Motorola, and Captain Ross Watt Jr., communications officer, Luke A. F. Base.

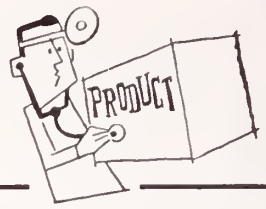
Off the air, radio still kept its listeners tuned to Radio Month. Stephen B. Labunski, general manager of WMCA New York, addressed the Peoria (Ill.) Advertising Club on the topic of radio's demise in 1919—and cited some hale and hearty figures indicating today's vitality of the so-called "corpse."

Another view of radio's lively longevity was evidenced by KMA Shenandoah, Ia. General Manager Tony Koelker held a reception for the station's veteran staff members, 10 of whom account for a total of 281 collective years in the sound medium.

Numerous other individual touches by enterprising stations throughout the land heralded many healthy years ahead for the electronic voice that's "Always in Tune." • • •



commercial clinic



Plan the Music at the Start, Says Plandome's James Ellis

Although many commercial "cooks" would not dream today of omitting music from their recipes, they still insist on saving their musical ingredients for the frosting instead of blending them into the cake itself.

"Everyone recognizes the value of music to commercials, but too often insert it as an afterthought to the copy, a separate topping rather than a basic ingredient, declares James Ellis, president of Plandome Productions Inc., New York.

This is a failure to put music in its proper place and is one of the principle reasons why commercials frequently disappoint the public taste, in the opinion of Mr. Ellis.

"To use music effectively, it must be pre-planned and included during the earliest conception of the commercial. It is a vital, creative component and must be considered from the start."

Music After Copy

Very often music isn't introduced on the scene until after the copy is completely written, Mr. Ellis points out. This puts a squeeze on the musical director who finds himself in a creative straitjacket, bound on all sides by the verbal restrictions of the copywriter.

"For example, when a copywriter arrives at a mathematical formula for the number of words the average announcer can speak clearly during the length of the commercial, he seldom leaves room for the musical punctuation. How do you fit in the musical emphasis and underscoring when copy has been rigidly written for a certain number of words?"

In order to develop effective musical scoring or a readily recognizable trademark, the music producer needs, Mr. Ellis believes, to be briefed about all the product information and marketing facts which the agency account executive supplies to the group copywriter.

Among the facts that will directly guide the musical approach, Mr. Ellis says, are: The number of copy points; the product image; the type of audience, and the time periods in which the commercial will be played.

Generally speaking, the more copy points there are the harder it is to write effective music. "You just don't have the time to do much musically when you are faced with a barrage of copy points. That's why you hear so many jarring, staccato-type musical messages," Mr. Ellis explains.

Information about the product image is also extremely pertinent. The proper musical mood can do much to create the type of product or corporate picture desired by the client, just as the wrong music can destroy it. "Can you imagine putting a ragtime piano behind a Firestone commercial?" Mr. Ellis asks by way of illustration.



James Ellis, Plandome president

As regards the type of audience and the time of day, Mr. Ellis considers that knowledge of these factors is particularly vital to the musical producer because tastes not only vary by age group and geographical location but also by time of day. "If a commercial is going to be aired very early in the morning or late in the evening, you don't want to make the mistake of bouncing people out of bed with rock 'n roll.

Message Penetrates

"If, in another case, the commercial will be aired for the housewife during the day when she is busy with other chores, you want to keep the music simple and clear so the message penetrates."

Mr. Ellis, who left the Kudner agency 18 months ago to found Plandome Productions Inc., believes that music should perform two basic functions for the client: Identification and punctuation.

"It can do many other things as well, such as establish mood and attract attention. But primarily music should provide a kind of shorthand identification for a product by means of a musical trademark like the Northwest Orient gong — and it should punctuate sales points."

Mr. Ellis would like to see fewer jingles employed because "the listener has too many things to remember in a jingle—there are usually too many copy points covered, not to mention the necessity for learning what amounts to an entire song.

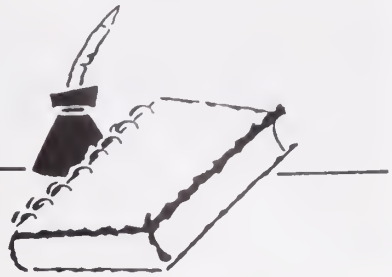
Hidden Persuader

"Music is really a hidden persuader," Mr. Ellis says, "but to do its job effectively it must be integrated carefully with the rest of the commercial and not tacked on at the end of the creative process."

Among the clients Plandome has served to date, Mr. Ellis numbers Borden's, Ford, National Safety Council, Falstaff Beer, Aqua Velva Lotion and Cities Service gasoline.

• • •

station log



News:

The scope and content of radio editorials, along with their results, have been put to further tests recently by WWDC Washington and KDAL Duluth, Minn.

WWDC ran an editorial for one week asking its listeners to support the Washington Senators baseball team, whose games were being broadcast over a rival station. The editorial mentioned that although WWDC has carried the Senators' games in previous years, WTOP Washington will carry them this year. However, the editorial emphasized, the only way to keep the Senators in Washington is to go all out for them ". . . no matter what sort of season they have, WWDC will still be with them as we have been in the past. We urge Washingtonians to support the Senators, too. We urge you to attend their games." The station concluded by stating that it will give inning by inning scores of all the games.

Included in the public response were replies from Calvin R. Griffith, president of the Washington team, and William S. Robertson, Griffith Stadium director.

KDAL Radio Minitorial is the station's method of providing what it calls "think pieces." Every hour throughout the day, KDAL airs a 60-second "minitorial" designed to interest its listeners in pertinent issues. The station reports that a recent minute editorial deploring the lack of qualified candidates for an upcoming Board of Education election directly influenced five community leaders to file for election.

Also in the editorial news, Patty Cavin, WRC Washington, received a "Golden Mike" from *McCall's Magazine* for "service to the community" in a series of radio editorials on education titled *Deadline 1970.*

Further expansion of news coverage is reported by WOR New York.

WOR recently announced the appointment of Martha Rountree as its permanent Washington correspondent in the station's news bureau there. Miss Rountree conducts a Monday-through-Friday program from 3:15 to 4 p.m., featuring top personalities in the news and a behind-the-scenes look at political and social activities in the nation's capital. The program is being syndicated on a national basis.

Dallas Townsend, CBS News, New York, recently pointed up the immediacy and importance of radio news broadcasting today, when he addressed the Alabama Broadcasters Association convention held at the Buena Vista Hotel in Biloxi, Miss.



Staff members of WEJL Scranton, Pa., who are now affiliated with Broadcast Pioneers and represent 100 years in broadcasting, are: Cecil Woodland, WEJL general manager, (seated right) 27 years, pinning microphone insignia on Bill Pierce, promotion manager, 30 years, and Guy Rauer (standing left), WEJL chief engineer, 20 years, and Johnnie Walker, staff announcer, a 23-year veteran.

Public Service:

The San Francisco Conference on Local Public Service Programming, third broadcasting meeting of its kind under the auspices of the Westinghouse Broadcasting Co., will take place at Stanford University, Palo Alto, Calif., September 21 to 23, 1959.



Colonel Louis M. Merrick (left), Nassau County (L. I.) civil defense director, administers the loyalty oath to Paul Godofsky (center), WHLI Hempstead, N. Y., president and general manager, and Jerry Carr, WHLI program director. Entire staff of WHLI was inducted into the Nassau County civil defense organization. WHLI is a CONELRAD station.

Among subjects to be discussed are: Editorializing, creative techniques, research, news, the nature of audience, promoting and publicizing public service, and sponsorship of public service broadcasts.

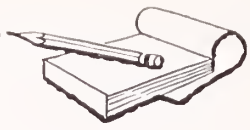
WMGM New York recently began a new public service series, *Hear This, New York!,* which features prominent civic and social figures speaking on current New York events plus topics of state, city and community interest. The program is heard on Sundays from 10:50 to 11 p.m.

Here's to Your Health, a series of one-minute programs on medicine and good health, is being presented four times daily over WMCA New York. The series, approved by the New York Academy of Medicine, covers such subjects as dieting, careful use of medicines, at-home care during illness, accident prevention and nutritive values of foods.

Programming:

WCPO Cincinnati has changed its format and gone to a 24-hour day with the addition of an uninterrupted musical segment from 12:15 to 5:30 a.m., seven days a week. The night-long session will carry no disc jockey conversation—just music and the required station breaks. • • •

BPA memo



Alaska, Hawaii Are Focal Points of Promotions

Alaska and Hawaii were the centers of attraction for recent projects of KOL Seattle, WSB* Atlanta, WGST Atlanta and WYDE Birmingham.

When the Federal Aviation Agency station at Unalakleet, Alaska (population 168), received a power lawn mower, the inhabitants of this small village were quite startled, since Unalakleet has no lawn and no grass grows within several hundred miles.

The problem of the lawn mower without a lawn was solved when FAA employees heard KOL disc jockeys talking about green grass in Seattle, nearly 2,000 miles away, and wrote the station. KOL contacted a local landscaping outfit, secured a rolled-up sod lawn approximately one square yard in area, and shipped it to the village. The station reports that the Unalakleet people have promised to pay for the lawn by shipping back a box of volcanic sand, of which their dooryards are composed.

WSB offered a prize to the person who wrote in from the most distant point during the month. Although a belated letter was received from a listener in New Zealand, someone in Hawaii copped the prize.

A gold diaper pin, paid for by the listeners of WGST, will be presented by the station to the "baby" state of Hawaii. WGST listeners were told that a scroll to accompany the 6" by 18" pin would list the names of all those people contributing a dime toward the purchase of the solid gold replica of a diaper fastener.

WYDE and the Birmingham Coca-Cola Co. are jointly sponsoring WYDE's Hawaiian vacation contest which will give the winners a two week all-expense paid trip. The contestants must complete a "Coke With Food" jingle found on Coke cartons. WYDE manager, Tom Whitley, reports that over 1,200 entries have been coming in daily and the station plans to make this promotion a regular event.

Locating the Billboard Means Cash to Listeners

To add impact to its outdoor advertising campaign, CKNW Vancouver recently ran a contest entitled "Bucks for Billboards." Listeners were told that there were 80 billboards located throughout the surrounding area, all promoting CKNW. To gain this public attention, the station offered one dollar for every correct location sent in by a listener. On eight daily programs, letters containing lists of locations were drawn, matched against a master location map and awarded prizes.

Mel Cooper, CKNW promotion manager, reports that the two-week promotion drew several thousand letters, each one having an average of 15 correct locations.

Story of Beauty And the Mink

KCBS San Francisco used two of the elements closest to a woman's heart —her beauty and her mink—in its latest promotion project entitled "Think Mink." Each contestant was asked to name her favorite beautician and give the reasons for her selection. Mrs. Fred Gaar and her beautician, Mary Griffiths, were the grand prize winners chosen from over 5,000 entries received during the four weeks of the contest. Their prizes—$1,000 mink stoles.

High Flying Promotion Turns Out Kite Enthusiasts

Seasonal clear skies were the setting for a recent promotional venture by KIOA Des Moines. KIOA sponsored its first annual "High Flying KIOA Kite Contest," with each participant required to make his own kite. The station reports that heavy on-the-air promotion brought over 100 youngsters to a vacant lot for the event.

First prize was a new racing bicycle to the owner of the highest flying kite. In addition, a record player was given to the owner of the smallest kite to get into the air, and six L.P. albums were awarded to those who had the most artistically designed kites.

According to J. C. Dowell, KIOA vice president and general manager, "The onlookers numbered three times the actual participants."

Listeners Find They Are Really Fond of D.J.

The popular contest involving "Why I Like . . ." was given a new switch by WALT Tampa, Fla., recently. For two weeks, WALT disc jockey, Dave Archard, and other station disc jockeys asked listeners for "Why I Hate Dave Archard" letters, with token prizes being awarded for every letter. The writer of the best letter received a 17-jewel wrist watch. Listeners responded with over 500 letters, WALT states, the best being read on the air daily.

But WALT and Dave Archard didn't stop there. At the conclusion of the contest, the disc jockey disappeared. With no prizes now being offered, the station reports that in answer to its request for "Come back, Dave" letters to show Archard that the audience really didn't hate him, nearly 700 pieces of mail were received.

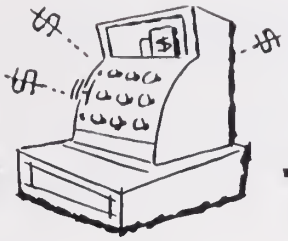
New Yorkers Find Escape Hatch in the Air

New Yorkers who write in the most interesting reasons for wanting to hover over the city are being given free helicopter tours by WINS New York.

Bruce Morrow, disc jockey-host of the WINS *Swap Shop* heard on Sunday evenings, is giving two helicopter tours a week in New York Airways 15-passenger Vertol whirlybirds. The trip features an island hopping excursion over Riker's Island, Brother's Island, Governor's Island, Long Island, Randall's Island, Ward's and Welfare Island. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).

radio registers



LOCAL BOTTLER

A local bottler in Boston recently sponsored a weekly half-hour program and used promotional spots in a seven-week campaign over WXHR (FM) Boston. The station says the campaign was planned to bolster the normal drop-off in beverage sales last fall and at the same time to determine the pulling power of fm. 6,132 pieces of mail from 312 towns and cities in six New England states were received in response to the project, according to WXHR. The station reports that the sponsor subsequently continued placement of schedules.

SPECIALTY SHOP

Good Friends, a women's specialty shop in Jamestown N. Y.,used spot announcements on WJTN in addition to a newspaper advertisement and special window displays to advertise its three-day anniversary sale. The store took a survey, at time of purchase, as to how the customers heard of the sale. WJTN replies that it was responsible for 40 percent of the sales compared to 25 percent and 35 percent for the newspaper ad and window displays, respectively. Also, the station declares, it brought in more than one third more customers than the newspaper and for almost a third less expenditure. Good Friends reacted by placing a regular campaign on the station.

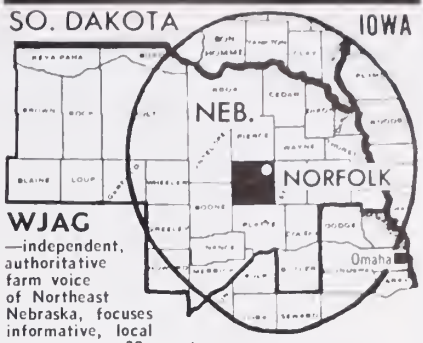
DRUG STORE

Weldorado Drug Store in Greeley, Colo., recently ran 15 one-minute spots—three per day—Monday through Friday over KFKA Greeley to test radio as an advertising medium, reports the station. The store offered a 69-cent box of chocolates for 39 cents if the customers said they heard about the sale through radio. Weldorado sold nearly twice its original stock in the five days, according to Ralph H. Green, KFKA manager.

APPLIANCE STORE

Western Tire Auto Store ran a three-day "Hog Wild Sale" on Maytag washers, featuring transcribed announcements of hog squeels on WAIN Columbia, Ky. In addition, the store also used gimmicks and spots along with hard hitting commercials in the three-day period, reports Lanier Burchett, WAIN sales manager. Customers had a chance to guess the weight of a hog in the store, and the person giving the correct weight won the hog. The result was thirty washers sold during the sale, plus more purchases for six days following the sale, according to the station.

WJAG—NORFOLK NEBRASKA
SECURES 57% OF AUDIENCE IN A 29-COUNTY NCS #2



WJAG —independent, authoritative farm voice of Northeast Nebraska, focuses informative, local programs on a 29-county market. Within the 29-county NCS surveyed area are 78,100 homes with $331 million consumer spendable income and $312 million in retail sales.
(Source: SRDS Consumer Market Data Feb. 1959)

WJAG registers a full 57% weekly coverage—43,560 homes—and daily coverage of 31,490 radio homes. (Source: NCS #2)

Specialized farm programming, farm markets, news, homemaker features gives WJAG popularity lead in Pulse survey—

leads nearest competitor with 10% to 35% more listeners in all time segments.
(Pulse, Sept. 1956)

36 year listening habit

780 on the dial **WJAG** 1000 WATTS
NORFOLK, NEBRASKA

MORE MAGIC THAN A FLYING CARPET

That's WBAL-Radio All Over!
With more magic than a flying carpet ever boasted, WBAL-Radio zooms off in all directions at once—being heard and seen by millions of folks who have the money and desire to purchase products and services offered by WBAL-Radio sponsors.

WBAL-RADIO
BALTIMORE 50,000 Watts NBC Affiliate
Nationally represented by H. I. Christal Co., Inc.

In association with WBAL-TV Channel 11



How to win friends...
AND INFLUENCE SALES

KHOW knows how: Dedicate each broadcasting day to good radio programming that wins a large, responsive adult audience. KHOW does it!

Then, present each commercial message with sound, honest salesmanship that influences sales in one proven direction—up. KHOW does it!



Buy the sales know-how of KHOW. Call Peters, Griffin, Woodward, Inc., National Representatives

KHOW
RADIO • 630 on the dial
Since 1925, The Radio Voice of Denver
5,000 Watts

TO MEET HEAD ON
A NEED THAT EXISTS
IN THE RADIO FIELD
TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT
U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

report from RAB

Special 12-State Study Shows Power of Farm Radio

Beneath the murk of farm politics and frequently sensationalized reports of an agricultural squeeze lies this simple fact: The farmer today is still the largest and richest special interest group in America.

So says RAB in a recent 12-state study of the farmer's economic place in the nation and the role radio plays in his everyday life.

Not only did the farmer emerge virtually recession-proof last year, (farm income hit an all-time high of $38 billion) but, according to the bureau, farmers:

- Spend more like city folk—farm spending as a per cent of city family spending has nearly doubled since 1911.
- Spend more per home—the farmer's "level of living" has more than doubled in the last 16 years.
- Are better customers for many consumer products—they own proportionately more auto radios, electric stoves and power lawn mowers than either village or urban folk.

Significantly, RAB's analysis shows that radio is not only a popular listening pastime in the average farm home, but a dominant media force, actually a "minute-by-minute trade journal." Charting the radio-listening habits of farmers, the bureau lists these facts:

More than 80% of farm families listen to radio during the average weekday—and they listen for more than *one full day per week* (26 hours, 40 minutes).

In an average week, more than 95 percent of farm families spend time listening to radio.

RAB also explains:

"Some 43% of farm families in Nebraska say radio of all media is the most help in their daily farm operation—a much higher figure than earned by the other media. As much as 88% of farmers in North Carolina said 'yes' when asked if radio was important in planning farm work."

Also important, the bureau says, is the *location* of farm listening. More than 51% of farm radio listening takes place in the kitchen, where virtually no other medium intrudes.

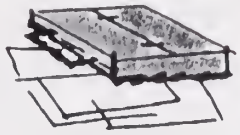
Comparing over-all radio penetration with that of other media, the RAB presentation states that 98.9% of all farm homes—slightly over the U.S. average—own radio sets (79.3% own two or more) against less than 65% which have television. This potential radio reach is also more than double the circulation of the most popular farm magazine. • • •

RADIO SALES TREND OF THE MONTH

From Material Uncovered by RAB During National Sales Calls

Many food advertisers—cake mixes, instant juices, other convenience foods—are leaning toward more radio now that their products have been demonstrated and are well known. While still clinging to a visual approach, they realize that sound alone can be a tremendous sales tool. Also generating interest is the strong radio daytime audience, when compared to television, and radio's "last word" advantage in reaching women on heavy shopping days. Two major food packers are now testing radio for brands not recently exposed to the medium plus a new product for which national distribution has just been achieved. The feeling is that radio, admittedly effective in building brand name awareness when a new product is introduced, becomes even more valuable after a product has been demonstrated sufficiently and a visual image created.

report from representatives



Radio: A Hot Medium When Mercury Rises, PGW Shows

There is mounting evidence that radio fits as snug as a swim suit in advertiser plans when the weather gets hot. The latest study showing the comparative growth of radio with other media under summer sunlight is offered by Peters, Griffin, Woodward Inc., New York.

Its latest marketing kit is designed to bring new advertisers to spot radio when the mercury rises, and increase budgets of those who have successfully used the medium in the past.

Emphasizing the theme "summertime is selling time," the PGW kit is being distributed to the station representative firm's advertisers and agencies throughout the U.S.

The kit was compiled with both national and market-by-market statistics, which illustrate that summertime is the time for sales expansion rather than contraction. Readers are asked to check their media objectives against these and other facts:

- 25.1 percent of annual retail sales are made in the summer.
- Out-of-home listening during the summer adds over 25 percent to in-home listening.

Robert H. Teter, PGW vice president and director of radio, states that "radio . . . is the only expandable medium for advertising in the summer months . . . alert advertisers will let their sales expand with the expansion of radio itself . . ."

Supported by statistics gathered from a Sindlinger & Co. survey, PGW declares that individuals spend more time with radio during the three summer months than with any other medium. The time individuals spend with radio in an average week during July, for instance, is 111.4 percent compared with 102.4 percent in February. Magazines, newspapers and television, however, all show decreases in weekly average percentages from February to July, according to Sindlinger. Magazines show a July percentage of 99.5 against 102.2 percent in February; newspapers, 95.8 percent in July against 101.3 percent in February, and television, 70.5 per cent in July against 109 percent in February.

According to the Bureau of Business Economics, U. S. Department of Commerce, the summer months accounted for $50,199,000,000 — 25.1 percent—of the $200,353,000,000 in total 1958 U. S. retail sales.

Year-Around Medium

The PGW study points out that while the other media suffer seasonal declines, radio is a year around advertising medium. A survey by Pulse in four widely separated major markets shows that the average quarter-hour sets-in-use for in- and out-of-home listening from 6 a.m. to midnight increases during the summer when compared to the winter. Los Angeles shows a 24.9 summer average to 23.4 in the winter.

Out-of-home listening, according to Pulse, has been on the increase, showing a 40 per cent rise in the summer of 1958 compared with 1951.

The proportion of out-of-home listening in relationship to the whole percentage of homes using radio during June, July and August of 1958 is further evidence PGW offers of radio's importance as a hot weather medium. These figures, compiled by Pulse, show that in 27 markets, the out-of-home audience last summer added as much as 31.2 percent more audience to the total, and never less than 23.6 percent.

PGW asserts that "the *best* way to reach people in the summer months, is with the medium that 'goes along' —Radio." For example:

The Pulse observed nearly 4,000 groups of people at parks, beaches and picnic grounds of 10 representative markets during July daylight hours and found that on weekdays, 43.8 percent of outdoor groups had portable radios, of which 71 percent were in use, and on weekends, 45 percent had portables, with 74.5 percent being used. • • •



POWER . . . 50,000 watts of it . . . **PROGRAMMING** . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

Robert E. Eastman & Co., Inc.
National Rep.

J. E. Campeau, *President*

GENERAL OFFICES
GUARDIAN BLDG.,
DETROIT

WKMI
KALAMAZOO

Now Operating
24
HOURS
A DAY

The only radio station
between Detroit and
Chicago to offer this
around-the-clock service

•

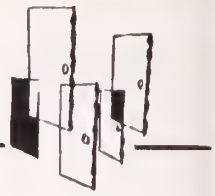
Western Michigan's
Most Powerful
Independent

MUSIC and NEWS

5,000
WATTS

BROADCAST TIME SALES
REPRESENTATIVE

report from agencies



Hoyt Agency Gets Record Results In Kentucky Club Crash Radio Drive

Wherever media battles rage loud and long, radio rallies round a flag called flexibility. This capacious banner is presently waving with fresh vigor over the New York offices of the Charles W. Hoyt agency.

Flexibility's recent conquests for the sound medium include the agency's president, Everett W. Hoyt, on behalf of his client, the Mail Pouch Tobacco Co., of Wheeling, West Va. Mr. Hoyt and C. M. Swart Jr., Mail Pouch vice president, are agreed that radio's versatility can go a long way toward solving a problem—not only in sales—but in distribution.

In its annual "name the horse" contest, the firm turned to radio to spread the word and stimulate public enthusiasm. In a week's time, it purchased 11,600 minutes of commercial time on CBS, MBS and NBC. Some spot was also used for the contest promotion with announcements running 60 seconds in length. The total results brought in more than 587,000 entries before the contest closed April 6, a record high.

For the past six years, Mail Pouch, parent firm of Kentucky Club's nine brands of pipe tobacco, has sponsored this contest preceding the Kentucky Derby, asking the public to name a young race horse. The first-prize entrant wins a colt and an all-expense paid trip to the Derby. The contest requires that entries be accompanied by proof of purchase from the package of one of the Kentucky Club brands.

While entries have been numerous from the first year, most of the contestants tended to wait until the last minute, causing a run on the retailers who frequently sold out of tobaccos with no time to re-order before the close of the contest. As a result, many of Kentucky Club's clamoring customers were unable to purchase the product.

This bottleneck resulted in fewer contestants, and also in the probable loss both of good will and potential permanent customers, who once introduced to the product might have continued to use it.

The crux of the problem as the agency saw it was to find a way to induce contestants to enter sooner, thus creating a large demand for Kentucky Club in time for the retailers to lay in sufficient supplies.

Last year, the agency and the client decided that a saturation radio campaign near the beginning of the contest might turn the trick, according to Arthur Ober, assistant account executive.

Huge Block

In this hope, Hoyt purchased a huge block of both spot and network time for a period of one week, solely to promote the contest.

So successful was this gambit that it was repeated and augmented this year. And plans are already afoot, according to Mr. Ober, for a similar radio drive in 1960.

Hoyt purchased this saturation radio during the week ending last March 14. The networks and stations cooperated in special promotions as well.

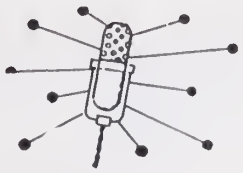
Although many women enter the competition, Mr. Ober declares, Hoyt purchased morning and afternoon times principally to reach pipe-smoking men.

Mr. Ober feels that this unusual use of radio was primarily responsible for "generating earlier entries and reducing substantially the problem of re-ordering by retailers, who are showing increasing awareness of the contest and consequently are stocking up with more Kentucky Club sooner."

Mr. Ober also points out that "until late 1957 the sales of smoking tobacco had been declining generally, yet sales of Kentucky Club's nine brands had been continuously going up. In 1958, the industry sales of pipe tobacco were up about nine percent, and still our sales continued substantially to out-perform the industry."

• • •

report from networks



► **CBS:**

A $1.1 million renewal of CBS Radio's *Just Entertainment* for 52 weeks beginning June 29 by the William Wrigley Jr. Co. and another half-million dollars in new business has been announced recently by George J. Arkedis, CBS vice president in charge of network sales.

Shulton Inc., New York has purchased a "record-volume" one-week saturation campaign for Old Spice men's products preceding Father's Day, from June 14 to June 19. This consists of 68 units during the CBS daytime and evening schedule. Shulton also contracted for a six-week schedule, beginning June 17, to promote its insecticides.

Sterling Drug bought a 34-week schedule of three weekly daytime serial units.

► **NBC:**

NBC Radio has reported sales totaling $2,734,255 in new business for the period April 21 through May 22. Among the 20 advertisers buying are: U. S. Rubber, Grove Labs, Savings & Loan Foundation, International Swimming Pools, Shulton Inc,. RCA, Hudson Vitamin Products, Scott Paper, Socony Mobil and General Motors.

"Image Minorities," a new month-long series beginning June 2, examines the history, problems and ambitions of minority groups in America, ranging from American Indians to Puerto Ricans, according to Albert L. Capstaff, NBC Radio vice president of network programs. The series, heard Monday through Thursday from 8:40 p.m. to 10 p.m., deals with the immigration, cultural traits and assimilation of racial and religious groups. "Image Minorities," second in the "Image" series, is narrated by Bob Considine.

► **ABC:**

A special closed-circuit service to provide ABC Radio affiliates with the latest news and on-the-spot pick-ups from ABC correspondents overseas, news conferences, speeches and hearings, has been announced by Edward J. DeGray, ABC Radio vice president.

Affiliate news editors can use this material received over the "ABC News Call" as part of their locally prepared news programs.

Mr. DeGray also has reported that ABC Radio expects net sales for the second quarter of 1959 will far exceed sales for the comparable period in 1958. He cites the fact that the network has recently contracted with more than 25 new advertisers. Among the most recent are: U. S. Pharmacal Co. (Babysweet and Soothene) for 52 weeks of *Breakfast Club,* effective July 1, Lab-Co. (with ABC Pacific Coast Regional Network), and Profit Research Inc. (with ABC PCRN).

In affiliation news, KRXL Roseburg, Ore.; KGB San Diego, Calif.; WTUP Tupelo, Miss., and WBIR Booneville, Miss., have joined ABC. Also, the Arizona Network, with 12 stations covering Arizona and neighboring states, also has affiliated.

► **MBS:**

A survey by the MBS research department of its affiliates shows that the ratio of local-to-national business by its stations closely parallels the local-to-national lineage ratio of 15 major newspapers.

Under "Commercial Impact" in a five-page report, the lineage chart for the newspapers shows that they vary between 4 and 6 to 1 in the local-over-national ratio. MBS stations, similarly, show the same figures. MBS metropolitan market stations report between a 5 and 6 to 1 ratio of local-over-national commercial time sold.

► **Keystone:**

Blanche Stein, director of station relations at the Keystone Broadcasting System, announced recently the affiliation agreements with eight stations, bringing its total number of stations to 1,070. • • •



NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.

WDBJ—
For 35 Years
No. 1 in the Roanoke Market!



WDBJ has been on the air in Roanoke, Virginia continuously since 1924. In every audience survey ever made in those 35 years, WDBJ has *always* proved to be *first* in coverage and audience.

We look forward to serving even better in the future our long list of loyal national advertisers who demand the best in radio promotion.

Ray P. JORDAN,
V. P. Broadcasting
Times-World Corporation

WDBJ CBS RADIO
Roanoke, Virginia
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts



PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

KTAR CLOSES $750,000.00

In a letter to Mr. Russ Hudson, Western Sales Manager of Community Club Awards, Mr. Ray C. Smucker, Vice President — Commercial Manager, of Radio Station KTAR-KVAR, Phoenix, Arizona, wrote that: — "Our first CCA Campaign has been concluded and, as you know from the evidence, we had a great deal of success with it. From all indications, practically every club will be back in and the Campaign should be bigger and better than ever. There were almost three-quarters of a million dollars' worth of merchandise turned in during the campaign by these women's clubs and this contributes a goodly amount at retail sale control.



Ray C. Smucker

We are now looking forward to our Fall Campaign with great anxiety.

COMMUNITY CLUB AWARDS

20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466

NAB ASSOCIATE MEMBER

report on FM

Triangle Starts Fm Expansion With Programming of QXR Network

The expansion of fm programming by Triangle Publications Inc. will at first encompass its stations in New Haven, Conn., Philadelphia and Binghamton, N. Y.

Triangle has contracted with the QXR-FM Network for programming service for WNHC-FM New Haven, WFIL-FM Philadelphia and WNBF-FM Binghamton. The agreement was made with the Interstate Broadcasting Co., subsidiary of *The New York Times* and licensee of WQXR-AM-FM New York.

Triangle also owns WFBG-AM-TV Altoona, Pa., WLYH-TV Lebanon, Pa., and KFRE-AM-TV-KRFM Fresno, Calif. It is understood that this is a first step in the over-all development of fm facilities by Triangle.

Roger W. Clipp, vice president of Triangle's radio and tv division, says that the addition of the QXR-FM programming in these areas is another indication that fm is quickly becoming a major factor.

The QXR-FM Network formerly comprised 11 stations located in New York State. This marks its first movement into other states. QXR-FM duplicates the programs of WQXR, according to Elliot M. Sanger, executive vice president of WQXR-AM-FM, in a speech presented at the recent convention of the Pennsylvania Association of Broadcasters. "To do independent programming on fm I think you must have two things," he said: "An idea . . . that is different in your market" and ". . . the desire and ability to get behind your fm operation with programming, research and selling power and not treat it as a neglected stepchild.

"I also believe," he continued, "that a successful am operator who wants to keep abreast of the times should get an fm license," especially with multiplexing and stereophonic developments in the offing.

Mr. Sanger maintains that the Federal Communications Commission should adopt a policy of refusing to issue new licenses on some of the overcrowded am frequencies. He also feels applicants must be told that "if they want to go into the broadcasting business they should establish fm stations."

Mr. Sanger reported that those manufacturers producing fm radios were doing well and that in some parts of the country the demand for fm receivers exceeds the supply.

"And above all," Mr. Sanger emphasized, "don't apologize for fm when you are trying to sell it. The advertising agencies are very much interested these days in the possibilities and positive accomplishments of fm. They *want* to buy it if you'll help them."

Fm Activity

Diversified musical programming is now being featured on two new fm stations.

The Journal Co. of Milwaukee, as of June 1, has "re-entered" the fm broadcasting field. The company, which owns and operates WTMJ-AM-TV, has added WTMJ-FM.

WTMJ-FM broadcasts from 2:30 to 11:00 p.m. daily, programming various types of music. It also presents play-by-play accounts of the Milwaukee Braves baseball games. WTMJ-FM will operate and program independently.

The other new station, KGB-FM San Diego, broadcasts from 12 noon to midnight daily "the kind of music the everyday listener will like . . . from acceptable pop and standards . . . to some of the classics and jazz."

Fm Production

Fm factory production for March totaled 32,994, according to Electronics Industries Association — up 5,849 from February. Total reported set production during the first three months of the year stands at 92,374.

• • •

report from Canada

Advertising to Women Should Be Informative, Canadian Meeting Hears

In the opinion of the women's editor of CJAD Montreal, advertisers give today's women very little credit for intelligence. Doris Martin, speaking at the Association of Canadian Advertisers' 44th annual convention, remarked that announcers talk to women as though their educational level was around the eighth or ninth grade.

Announcers must also feel, she said, that women wait with bated breath for their words or for a message from some happy youth telling of the virtues of a new soap for that perfect feeling of romance and relaxation.

Miss Martin stated that judging by the commercials, the industry must "consider our woman at home to be the most untidy person; she's a bad housekeeper because she hasn't used 'Smiley's,' the greatest detergent of all time."

Supporting these views, Walter Weir, executive vice president of Donahue & Coe Inc., New York, stated that housewives "deplore exaggeration and dishonesty, lack of information and . . . 'a tendency to talk down" to them. Mr Weir said that housewives "like advertisements that introduce to them new products or new ideas . . . advertisements that provide information or ease the chores of shopping."

Mr. Weir pointed out that "while it is true that exaggeration and dishonesty can only become apparent through the words employed to convey them, nevertheless, these do not exist so much in the words that convey them as in the intention behind the use of the words."

Further statements on the importance of honesty in advertising were made by the Hon. E. D. Fulton, federal minister of justice, and Leon A. Miller, president of General Foods Ltd.

Mr. Fulton emphasized the need for government and industry to work together to find and enforce measures to eliminate misleading advertising where it exists. He told the advertisers in the audience that it was their responsibility "to exercise self-discipline, restraint and judgment as to what is in the public interest rather than what is merely in your own interest." He related this responsibility to the fact that "the form and content of much of the radio and tv programs that we and our children see and hear are deeply influenced by advertising considerations."

Mr. Miller stated that "Advertising can be informative, provocative, persuasive and compelling. It must also be honest. Believability in advertising—whatever the medium—has become one of General Foods' most firmly held principles."

"Use of advertising," he continued, "which cannot fully be substantiated in experience, betrays public confidence, demeans the company and casts regrettable suspicion upon advertising itself as a fundamental means of communication in our society."

Jack McGill, Imperial Tobacco Co. advertising manager, was elected president of ACA at the convention, which was held at the Royal York Hotel, Toronto, on May 14. Mr. McGill has been working in the tobacco industry for 22 years and has been in his present position since 1956.

Set Sales

Canadian radio set sales in February were 28 percent higher than for the same month last year. 56,401 sets were sold compared with 44,074 in February 1958. Home set sales increased from 21,467 to 26,653; portable and car radios from 18,475 to 24,291, and combinations from 4,132 to 5,457. • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

"Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U. S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts



My Mommy Listens to KFWB

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB . . . first in Los Angeles. It's the thing to do!

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 | HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
Represented nationally by JOHN BLAIR & CO.

STEREO (Cont'd from p. 39)

delay of several milliseconds. The stereo listener therefore "locates" that sound as coming from the left because he hears it from that direction first. At the same time, information from the right side is transmitted directly to the speaker on the right, and delayed a fraction of a second before going to the other speaker, so the listener "hears" the sound as coming from the right. And while the stereo fan is thus enjoying his directional sound, the monophonic listener can tune in to either the right-side or left-side hookup and get, on one speaker, the total information, which is reportedly undistorted by the slight delay imposed on the sound from either side.

Electronic principles are brought into play in actually conveying the signals from two different microphones to two different speakers in the stereo listener's home. At first the task was believed to require two separate channels; now experiments indicate a single channel may, in effect, accommodate both the main signal and a "companion" (or subcarrier) and thereby do the job alone. This companion is ultrasonic during its travels to the audience—it is converted to a higher-than-sound frequency by equipment at the broadcasting studio and then translated back to the frequency of ordinary hearing by equipment in the receiving set.

The optimum system for stereo transmission, Floyd K. Harvey of Bell Lab's acoustical research program points out, requires economy and ease of transmission, fidelity of sound, and simplicity of operation for the listener.

"To institute a sensible system of stereo from everyone's standpoint, the NSRC was formed early this year to study the subject from every angle before making its recommendations to the FCC," Mr. Harvey says.

Each of the committee's six panels is examining a particular aspect: Panel 1, systems characteristics; Panel 2, transmission over long lines; Panel 3, transmitters; Panel 4, receivers; Panel 5, field tests, and Panel 6 (of which Bell's Dr. Schroeder is vice chairman), subjective evaluations. The panels hope to have completed their investigations in another 10 months. • • •

radio research

Top 20 Network Radio Advertisers Charted by Nielsen for First Time

In an effort to fill a void in the information available on network radio penetration, the A. C. Nielsen Co. has prepared a ranking of the top 20 radio clients by total home broadcasts and total commercial minutes.

The abandonment of radio dollar figures by the Publishers Information Bureau in 1955 and of Nielsen's Top Ten in 1957—which created the vacuum—has been attributed by Nielsen to the difficulty in gathering reliable, comparative dollar figures and the change in network radio from a program to a sponsorship base.

Nielsen's Network Radio's Leading Advertisers now furnishes both the number of units purchased and the audiences delivered, and the number of commercial minutes represented by these units, rather than dollar figures. All radio networks are included. Neither set of figures tallies unduplicated audiences.

When measuring home broadcasts, the Nielsen report records the number of homes a broadcast reaches individually, then the total homes reached for all broadcasts is added together to arrive at a cumulative figure for the advertiser. The report does not differentiate between the various lengths of broadcasts; a 15-minute segment and a 10-second spot, for example, both carry the same weight. It is when totaling the home-broadcasts delivered that the longer broadcast will deliver more impressions because of audience turnover.

A uniform commercial-minute base is used to evaluate the number of commercial minutes aired by an advertiser. With this base, six 10-second spots equal one commercial and one 15-minute segment carries three commercial minutes. The homes delivered per commercial minute are then added together to arrive at the advertiser's cumulative total.

Nielsen feels that by tallying performance on a cumulative basis, this report emphasizes network radio's key appeal—the ability to deliver a tremendous number of home impressions.

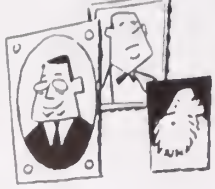
Under consideration by Nielsen is the release of yearly and quarterly reports of the leading 100 network radio advertisers based on a similar ranking. • • •

NETWORK RADIO'S LEADING ADVERTISERS

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for individual advertisers by all programs and participations on all radio networks used. (Based on four weeks ending April 4, 1959.)

HOME BROADCASTS				COMMERCIAL MINUTES			
Rank	Advertiser	No. of B'dcsts	Total home B'dcsts Delivered (000)	Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Reynolds, R. J. Tobacco	320	175,407	1	Reynolds, R. J. Tobacco	211	97,841
2	Lewis Howe Co.	208	127,842	2	Bristol-Myers Co.	110	90,767
3	Lever Brothers Co.	168	120,417	3	Lewis Howe Co.	155	89,163
4	Bristol-Myers Co.	135	114,926	4	Brown & Williamson	128	71,581
5	Grove Div.-Bristol-Myers Co.	162	104,446	5	Grove Div.-Bristol-Myers Co.	116	69,731
6	Brown & Williamson Tobacco	170	100,993	6	Hudson Vitamin Products	205	59,580
7	Ex-Lax, Inc.	188	93,870	7	Ex-Lax, Inc.	125	59,327
8	Vick Chemical Co.	123	74,429	8	Lever Brothers Co.	74	51,318
9	Bon Ami Co.	169	67,851	9	Colgate-Palmolive Co.	78	48,790
10	Stewart-Warner Corp.	84	66,364	10	Mogen David Wine Co.	72	42,883
11	Mogen David Wine Co.	98	61,523	11	Automotive-Amer. Motors	98	41,402
12	Hudson Vitamin Products	191	61,119	12	Fram Corporation	96	40,382
13	Pepsi-Cola Co.	126	58,555	13	Midas, Inc.	79	39,976
14	Midas, Inc.	105	57,270	14	Sterling Drug Inc.	86	39,507
15	Automotive-Amer. Motors	120	51,782	15	Wrigley, Wm., Jr. Co.	60	39,315
16	Campbell Soup Co.	56	50,440	16	United Motors-Gen. Motors	68	38,814
17	Colgate-Palmolive Co.	60	39,064	17	Stewart-Warner Corp.	53	38,167
18	Fram Corporation	83	38,473	18	Staley, A. E., Mfg. Co.	63	35,334
19	Sterling Drug Inc.	72	38,129	19	Chevrolet-Gen. Motors	58	33,752
20	General Mills, Inc.	88	32,593	20	Standard Brands, Inc.	43	31,987

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

ALFRED J. SEAMAN has joined Sullivan, Stauller, Colwell & Bayles Inc., New York, as vice chairman of the board and chairman of the executive committee. He was formerly executive vice president and creative director of Compton Advertising Inc. Also, CLEMENS F. HATHAWAY, former director of the new products department at General Foods, returns as vice president and management supervisor, and JAMES D. THOMPSON, account executive, named a vice president.

LOUIS REDMAN, copy supervisor at Ogilvy, Benson & Mather Inc., New York, elected a vice president.

PAUL FREYD, director of marketing at Batten, Barton, Durstine & Osborn Inc., New York, and ROBERT J. STEFAN, manager of the Hollywood office, elected vice presidents.

JOHN MALLOY named a vice president and account supervisor at Warwick & Legler Inc., New York. He was formerly a vice president and account supervisor at E. B. Weiss & Co.

ROBERT E. JOHNSON, head of the radio-tv production department of D'Arcy Advertising Co., New York, elected a vice president.

PAUL WALSH, formerly a copy group head at Benton & Bowles, has joined Compton Advertising Inc., New York, as a copy group head.

E. B. FERREE, vice president, copy and creative supervisor at Kenyon & Eckhardt Inc., New York, appointed manager of K&E's Toronto offices and elected a vice president of its Canadian operation.

STATIONS

ROBERT L. OWENS, commercial manager of KVOX Moorhead, Minn., elected a member of the board and vice president of KVOX Broadcasting Co.

FRANK WARREN, former general manager of WSMB New Orleans, elected a vice president of Radio Hawaii Inc. He will also serve as general manager of KPOA Honolulu.

GERRIE McKENNA, formerly with Westinghouse Broadcasting Co., appointed assistant to the president of Concert Network, New York.

EDWARD HYMOFF named director of news and special events for WMGM New York. He was formerly a news editor-writer for NBC news department.

E. K. HARTENBOWER, general manager of KCMO Kansas City, Mo., elected vice president of the KCMO division of the Meredith Engineering Co.

READ WIGHT, former radio-tv vice president at J. M. Mathes Agency, New York, named director of client relations for WPAT Paterson, N. J.

FRED GARDELLA, former general manager of WBNC Conway, N. H., has joined McKee Broadcasting Co., Berlin, N. H., as director of station services for WKCB and WKCQ (FM) Berlin.

MITCHELL I. LEWIS, former account executive and media director for Couchman Advertising Agency, Dallas, appointed national director of advertising and publicity for the McLendon Corp., Dallas. Also, HOMER H. ODOM, former WAKY Louisville sales manager, named general manager of KABL San Francisco, and BOK REITZEL, former account executive with Lennen & Newell Inc., San Francisco, named general sales manager of KABL.

TODD BRANSON, former midwest sales manager for a radio-tv merchandising firm, named general manager of WFOX Milwaukee.

GLENN H. ALLEN JR., WTAC Flint, Mich., account executive, promoted to station manager.

RALPH VOGEL, named farm director of KIOA Des Moines. He was formerly KXEL Waterloo, Ia., farm director.

ANTHONY PERRY, formerly operations director of WCDL Carbondale, Pa., named account executive at WGBI Scranton.

REPRESENTATIVES

RALPH F. GLAZER, former account executive with KSFO San Francisco, has rejoined CBS Radio Spot Sales as San Francisco office manager. Also, GEORGE P. CRUMBLEY, former office manager of Headley-Reed Co., Atlanta, appointed southeastern sales manager. And, JOHN W. BROOKE has joined the sales force in New York. He was previously eastern sales manager with Peters, Griffin, Woodward Inc.

RICHARD H. SCHUTTE, West Coast manager for Robert E. Eastman & Co., elected a vice president.

WALTER SCHWARTZ, local sales manager at WWJ Detroit, has joined AM Radio Sales Co. as Detroit sales manager.

NETWORKS

ADOLF N. HULT, former MBS board member and most recently a consultant for Screen Gems Inc. and RKO Teleradio Pictures Inc., has rejoined MBS as vice president in charge of special projects.

SHERMAN ADLER, midwest director of client relations for CBS Television Spot Sales, has been appointed an account executive for CBS Radio, New York.

INDUSTRY-WIDE

WARD ASQUITH appointed assistant to John F. Meager, vice president for radio of the National Association of Broadcasters. He succeeds THOMAS B. COULTER, who becomes assistant to the general manager of WKBZ Muskegon, Mich.

WILLIAM PRATT, former commercial manager of CFOR Orillia, Ontario, appointed general manager of Community Club Awards of Canada.


Pratt


Perry


Seaman


Hult


Schwartz


Odom


Johnson


Ferree

EDITORIAL



. . . don't call us

CHISEL CUTS TWO WAYS

Much has been said in recent months about radio sticking to its rate card if it wants the continued support of advertisers and agencies. We have enthusiastically and consistently supported this view—and still do.

Upon close examination, however, one finds that the "chisel" cuts two ways. Just as some agencies scream about triple spotting during traffic times and then proceed to demand this "prime" time, there are also advertising executives who openly disregard the economic base of their own profession and seek out "off-the-rate-card" deals.

We have received numerous calls from agencies asking, "Is there a list of stations who accept per inquiry advertising?"

TAINTED INQUIRY

A few weeks ago we received this letter from an advertising agency:

"Will you kindly advise this agency as to whether there are—to your knowledge—any radio stations in the United States which are still operating on the basis of a percentage of the sales of the advertised item, rather than flat rate card rates?"

Fortunately, we don't know of such a list. We are secure in the knowledge that the number of radio stations interested in this kind of deal is just as few as the number of advertising agencies who try to tempt radio stations with yesterday's decaying bait.

What should a radio station do when confronted with an offer of a "deal"? Aside from the welfare of the radio industry, a station's own self-interest is also at stake. An example of what can be done is the course taken by Ben Ludy, president and general manager of KWFT Wichita Falls, Tex., who promptly answers an "offer' with a to-the-point letter.

This is what he told an outfit that was trying, through a "deal," to promote a cooking pamphlet on behalf of a major national advertiser whom we shall call the Doe Company:

"This will acknowledge your recent communication suggesting that we offer your booklet—and it certainly is a most interesting pamphlet.

"I am sure you are not publishing this booklet for the Doe company without a reasonable fee, and by the same token, we are *selling* our services as an advertising medium here in the Great Southwest.

"For your information, I am attaching a copy of our advertising rate card, as well as a *measured* contour map. I am certain there are many thousands of our listeners who would be interested in your pamphlet."

THE FARM STORY

More than 12 pages of our current issue are devoted to "The Change Down on the Farm" (see p. 27). The farm radio story is a fascinating one. No better example exists of the vital role radio plays and the intimate relationship it enjoys with its community.

The modern farmer is a specialized professional—a businessman in many ways—who relies on radio for the type of service (weather, news, information) that only the sound medium can provide authoritatively with such immediacy.

Advertisers and agencies will see upon examination that the farmer not only buys farm products in great quantity but that the farm market is a fertile area for all consumer goods.

it's UNANIMOUS both HOOPER and PULSE PROVE



KIMN

delivers the GREATEST IMN-PACT IN THE DENVER AREA

FIRST

HOOPER *RADIO* AUDIO INDEX

CITY: DENVER, COLO. MONTHS: APRIL-MAY, 1959

SHARE OF *RADIO* AUDIENCE

TIME	KIMN	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F	STA. G	STA. H	STA. I	STA. J	STA. K	STA. L	STA. M	STA. N	OTHER AM & FM
Monday thru Saturday 8:00 AM-6:00 PM	15.9	14.8	14.0	13.3	6.1	4.8	4.6	4.1	4.0	4.0	3.8	3.8	2.5	1.1	1.0	2.1

FIRST

PULSE SAYS IN MOST HALF HOURS

From 6 AM to 12 midnight KIMN is the undisputed leader in 11 half hours and tied for first in 4 other half hours, totaling 15 first place mentions altogether.

AND

KIMN IS NOW NO. 1 IN ALL 4 HALF-HOURS IN THE VITAL AFTERNOON TRAFFIC PERIOD!!! (4 PM - 6 PM)

KIMN

5000 WATTS at 950 KC

☆ Key station of the INTERMOUNTAIN NETWORK

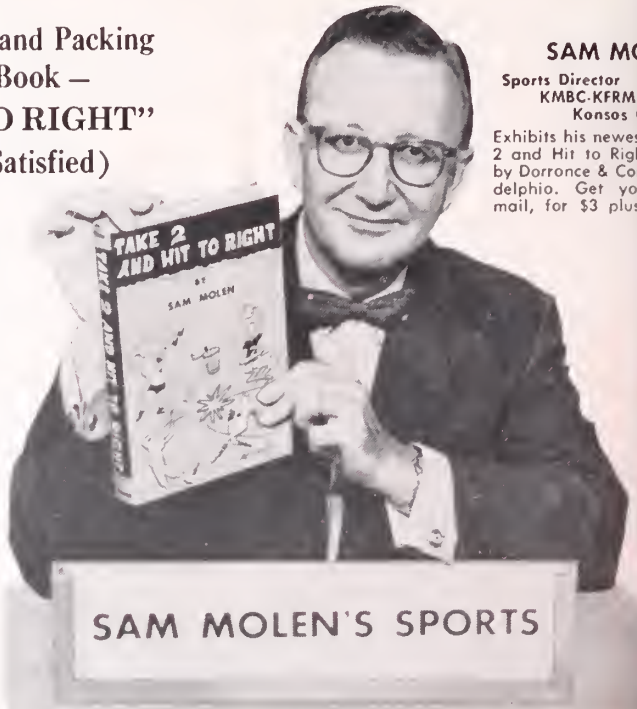
Cecil Heftel, President

Represented Nationally by Avery-Knodel, Inc.

How To Make Your Speeches Sparkle! Get Locker-Room Laug
Live It Up, Laugh It Up, and Be Suave About Sports!



Send $3 plus 25¢ Postage and Packing for Sam Molen's Newest Book — "TAKE 2 AND HIT TO RIGHT" (Money Back If Not Satisfied)



SAM MOLI
Sports Director • BC
KMBC-KFRM RA
Konsos City
Exhibits his newest b
2 and Hit to Right"
by Dorronce & Compe
delphio. Get your
mail, for $3 plus p

SAM MOLEN, veteran sportscaster who celebrated his 15th anniversary with KMBC-KFRM and KMBC-TV of Kansas City May first, has done it again! His second book, "Take 2 and Hit To Right" is as big a success as was his first: "They Make Me Laugh."

The 208 pages of Sam's latest laugh-begetter are crammed with anecdotes which run the sports gamut from baseball to bowling. In it you'll read hundreds of humorous stories about the great and near-great of sportsdom . . . stories that will become part of our sports folklore as the years unroll . . . mirth-quaking stories you can use in after-dinner speeches . . . in newspaper columns . . . on the air in sports broadcasts . . . or just to tell the gang for laughs in the locker room!

It's all here and it's all funny, in the chuckle-chocked pages of Sam Molen's newest book! Every sports desk in the nation, in newspaper office or broadcast station, will be the richer for possession and use of this book.

The Devil, of Course!

Sample of the many offbeat stories is one about Bishop Fulton Sheen, scheduled to speak in a Syracuse, N. Y. armory used for wrestling, boxing, basketball and other indoor sports. Two ushers were discussing the coming events. "We'll have 'em jammed in here tomorrow night" said the first. "Who's gonna be here?" asked his friend. "Bishop Sheen, that's who!" "Oh," said the friend. "Who's he wrestling?"

If you don't think that's funny, send for the book anyway—and see how much funnier they get as you scan these 208 pages averaging three stories per page. Maybe more to your liking would be the chapter: "Quotable — and Unquotable." Here appears the remark of a coed to her gym instructor: "I'm going to learn to stand on my head or bust."

Who Is This Fellow, Molen?

He's a working capitalist: Kansas City's highest-paid Radio and Television performer. It's an arrangement KMBC likes because it keeps Sam happy; and KMBC-KFRM and KMBC-TV make money, too. Sam is a completely dependable, thoroughly tenacious man with a microphone or a sponsor. He's never been known to let go of either one. He broke into Radio as a time salesman while a senior in college, during the depression. Since then he has been a broadcaster, writer, syndicator, agency man and salesman—two or three at a time.

His itinerary: WTAX and WCVS, Springfield, Illinois, as a salesman-sportscaster. Ruthrauff & Ryan for 5½ years in merchandising and account work, meanwhile doing baseball play-by-play for Hyde Park Beer. WCHS, Charleston, as sports director for a 4-station West Virginia network. Then, in 1944, to KMBC in Kansas City—where he has been steadily sponsored by a group of happy advertisers for 15 years. "Sustaining" is the dirtiest word Sam knows.

Sam's avocation is investing. He and his wife Randy play the market like a violin. KMBC would long since have installed Sam in an investment-counselling program—except that all the viewers and listeners would profit sufficiently in three months to move to the French Riviera—and where the h ..... would the stations be then?



MOLEN'S SPONSORS:
Schlitz
Household Finance
Ford
Seven-Up
Colgate-Palmolive
M & M Candy
L & M Cigarettes
—PLUS
11 Kansas City Participating Advertisers



Above: Don Davis, KMBC president, autographs crystal goblet as 15th-Anniversary souvenir for Molen, as John T. Schilling (right), executive vice-president, extends congratulations on Molen's 17,459th KMBC broadcast, May 1, 1959.

MOLEN'S AMAZING RECORD IN 15 YEARS AT KM

RADIO . . . 15,67D PROGRAMS		TV . . . 1,879 PROGRA
Three daily 5-minute shows	14,04D	Nightly 5-minute sportcasts
Play-by-play football and basketball	250	"Bowlin' With Molen" hour-long remotes from Plaza Bow in Kansas City
Half-hour quiz shows	104	"Outdoorsman" programs
Baseball "dug-out" shows and "scoreboards"	1,120	"Big-Eight" football and basketball network originations
Half-hour "Memory Lane" sports shows	156	
Total, Radio Programs	15,67D	Total, TV Programs

Note: Sam's nightly TV show has the highest cumulative audience rating non-network strips in Kansas City. His "Bowlin' with Molen"—oldest co TV bowling show in the nation—rates 39% better than its oppositio 35% ahead of the only other full-hour bowling show on Kansas Ci (Source: ARB, 4-wk. Survey, Feb.-Mar., '59)

But, Meanwhile, Back to Sam's Book—

GET IN AN "investing" mood yourself, and Clip That Coupon in the lower lefthand corner. Mail it with a check, money order or bank draft for $3.25 to the address shown. This is $3 for the book and 25c for packing and postage. Sam figures he'll lose money on the packing-postage bit; but he'd like your $3. And you'll love the book! Anyway, the whole thing is done on a "Satisfaction Or Your Money Back" basis . . . hence, you can't get hurt, much!

If you'd like to take the word of Ernest Mehl (sports editor of **The Kansas City Star**), writing in **The Sporting News**, here's one reviewer's report: "Composed to a great extent of fresh material. All those millions who profess an interest in some athletics will find a great deal tha to them. The chapter "Casey Ste the College of Babel" has to do w ments the one-time dental student during his visits to Kansas City, town. It is not likely these have be by very many . . . That's why this better-than-average compilation o which one guy hears, tells another latter embroiders and passes on."

Sam would like to pass his stor you . . . and the way you get 'em i and mail the Coupon. Take $3.25 f wallet and hit right: Send the m Sam! Your book will be forw return parcel post. Thanks!

WHAT A CAST! 179 SPORTS PERSONALITIES IN MOLEN'S NEW B

Eddie Arcaro	Bruce Drake	Stan Hack	Bus Mertes	E. C. Quigley
Phog Allen	Dan Devine	Fred Haney	Bo McMillan	Phil Rizzuto
Buddy Baer	Chuck Dressen	Harry Heilmann	Frank McGuire	Al Rosen
Hank Bauer	Joe DiMaggio	Fred Hutchinson	Pepper Martin	Dutch Stambler
Yogi Berra	Leo Durocher	Howard Jones	Patrick Moran	Lou Skizas
Matty Bell	Joe De Maestri	Walter Johnson	Rocky Marciano	George Selkir
Lou Boudreau	Ray Eliot	"Shoeless" Joe Jackson	Dr. Cary Middlecoff	Dusty Rhoad
Roy Campanella	Whitey Ford	Arnold Johnson	Stan Musial	Sugar Ray Ro
Harry Caray	Frank Frisch	Mike Kreevich	John McGraw	Enos Slaught
Wilt Chamberlain	Bob Feller	Alex Kellner	Joe McCarthy	Casey Stenge
Spud Chandler	Don Faurot	Jake Kilrain	Connie Mack	Gabby Street
Bob Cerv	Bob Fitzsimmons	Joe Kuhel	Mickey Cochrane	Sam Snead
Harry Craft	Lefty Gomez	Clyde Lovellette	Lee McPhail	George Strick
Fritz Crisler	Charlie Grimm	Frank Leahy	Archie Moore	"Sparky" St
Jim Crowley	Hank Greenberg	Sam Langford	Minnie Minoso	John L. Sulli
Walker Cooper	Jack Gardner	Tony Lazzeri	Byron Nelson	Earle Sande
Parke Carroll	Curt Gowdy	Joe Louis	Bobo Newsom	Tom Sharkey
Joe Cantillion	Clark Griffith	Frank Lane	Bronco Nagurski	Mike Souchal
Earl Combs	Lou Gehrig	Al Lopez	Jesse Owens	Jim Thorpe
Ty Cobb	Mike Gibbons	Gil McDougald	Satchel Paige	Gene Tunney
Frank Crosetti	Tony Galento	"Man D' War"	Vic Power	Virgil Trucks
Eddie Collins	Red Grange	Joe "Iron Man" McGinnity	Jimmy Piersall	Jim Tatum
Jim Corbett	Joe Garagiola	Marty Marion	Del Rice	Bill Vukovic
Jimmy Demaret	Ben Hogan	Mickey McDermott	Knute Rockne	Bill Veeck
Dizzy Dean	Walter Hagen	Ernest Mehl	Darrel Royal	Bill Wambsg
Bill Dickey	Herman Hickman	Billy Martin	Adolph Rupp	Ted Williams
Jimmy Dykes	Babe Herman	Willie Mays	Ed Rommel	Hack Wilson
Gus Dorais	Miller Huggins	Chuck Mather	Charley Ruffing	Bud Wilkins
Jack Dempsey	Billy Hunter	Mickey Mantle	Allie Reynolds	Bob Zuppke

Money Back IF NOT DELIGHTED *Mail-Order Coupon*

SAM MOLEN,
KMBC, KMBC Building, 11th and Central, Kansas City 5, Missouri. Enclosed please find ☐ check ☐ money order ☐ bank draft for $3.25. Please mail me postpaid your newest book "Take 2 and Hit to Right." I understand that if I am not completely satisfied, I may return the book within ten days of receipt, and you will refund my money.

☐ **What the heck! I'm sending $6.50. Make it two books and I'll give one to a sick friend!**

☐ **Autograph? Yes . . . I'd like one. My nickname:_____**

Name_____
Street and Number_____
City_____ Zone____ State_____

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 3.—NO. 7

JULY 1959

35 CENTS

TATUS REPORT
s of Strides
n is Making
page 29

TYLE GUIDE
ent Trends For
and Listeners
page 32

G HIGH
irline Business
n Airwaves
page 36

BUYING?
gency Executives
ent on the Outlook
page 45



Kenneth Rader
c. Chases Insects,
oom in Sales With
f Budget in Radio
page 40

Portland Loves KISN

Omaha Loves KOIL

Denver Loves KICN

and HOOPER confirms it*

the Star stations
DYNAMIC RADIO IN DYNAMIC MARKETS
DON W. BURDEN — President

KISN-Portland
ADAM YOUNG
KOIL-Omaha
AVERY-KNODEL
KICN-Denver
ADAM YOUNG

* Your Sales Prove It

MORE NATIONAL ACCOUNTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND
WINN HAS FIVE-STAR REASONS:

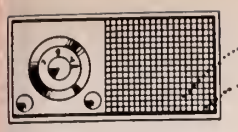


We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by
AVERY-KNODEL
INCORPORATED
NEW YORK ATLANTA DALLAS DETROIT
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



.....LOOK FOR THE LOTION
.....WITH THE SHIP THAT SAILS THE OCEAN.....

Blair Stations SELL!

...for example, Old Spice

To keep this "ship that sails the ocean" in front-running position, Shulton relies heavily on the selling power of Spot Radio — with saturation schedules in America's major markets.

In many of these markets, Blair Stations carry a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have intensified the elements that give radio its real selling power:

1 *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant source can equal.

2 *Local selling personalities,* who endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major radio markets are represented by John Blair & Company — by far the most important group of markets and stations served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with Blair.

John Blair and Company

National Representative of Major Radio Stations

Yes! Blair Stations Sell

and these are the BLAIR STATIONS:

New York	WABC
Chicago	WLS
Los Angeles	KFWB
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Cleveland	WHK
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Houston	KILT
Seattle-Tacoma	KING
Providence	WPRO
Cincinnati	WCPO
Miami	WQAM
Kansas City	WHB
New Orleans	WDSU
Portland, Ore.	KGW
Denver	KTLN
Norfolk-Portsmouth-Newport News	WGH
Louisville	WAKY
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa-St. Petersburg	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WMBR
Oklahoma City	KOMA
Syracuse	WNDR
Nashville	WSM
Knoxville	WNOX
Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Bismarck	KFYR



SELL "The Family Board of Directors" With Your Local Meredith Station

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

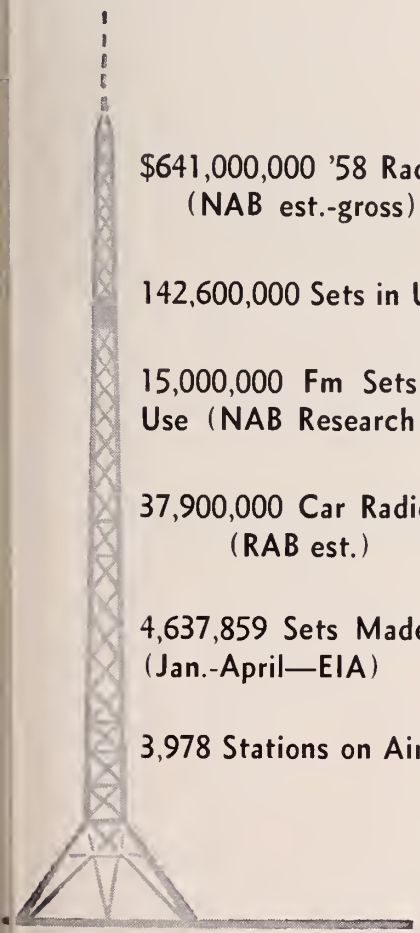
MEREDITH STATIONS ARE "ONE OF THE FAMILY"

KANSAS CITY	KCMO	KCMO-TV	THE KATZ AGENCY
SYRACUSE	WHEN	WHEN-TV	THE KATZ AGENCY
PHOENIX	KPHO	KPHO-TV	THE KATZ AGENCY
OMAHA	WOW	WOW-TV	JOHN BLAIR & CO.—BLAIR TV
TULSA	KRMG		JOHN BLAIR & CO.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines



Radio's Barometer



$641,000,000 '58 Radio (NAB est.-gross)

142,600,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

4,637,859 Sets Made (Jan.-April—EIA)

3,978 Stations on Air

Spot: Radio's national and regional spot time sales totaled $172 million in 1958, an increase of 1.5 percent over 1957, according to the Federal Communications Commission in its latest report of total broadcast revenues. The report, issued last month, marks the earliest release date by the FCC; it previously was distributed about a year after the year being reported.

Network: CBS Radio, NBC Radio and ABC Radio report recent heavy sales in new business and renewals. CBS has received more than $1.5 million in business, with the largest buys made by Chevrolet, Ex-Lax, Tetley Tea and Oldsmobile. NBC has received orders of $855,274 in net revenue during the 10-day period ending June 24, highlighted by sales to Armour Co., Lewis-Howe Co. and R. J. Reynolds Tobacco Co. ABC's total of $1.25 million for June is highlighted by new sales to Grosset & Dunlap, Long Lines Division of American Telephone & Telegraph Co. and the AFL-CIO. (*See Report from Networks,* p. 78.)

Local: Two stations—WMAQ Chicago and KTIX Seattle—report substantial increases in total sales. WMAQ states that during the period from January to May of this year, local sales increased almost 30 percent over the same period in 1958. These sales set monthly record highs in April—42 percent over April 1958—and in May—56 percent over May 1958. KTIX shows a 63.8 percent increase in business in a recent 90-day period, with 11 major account additions.

Stations: The number of am and fm stations on the air as of the end of May totaled 3,978, an increase of 23 (12 am and 11 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,366	612
Applications pending	526	53
Under construction	118	147

Sets: Total radio set production including car radio for April was 1,040,183; four-month total was 4,637,859. Total auto radio production for April was 422,346; four-month total was 1,786,168. Total radio set sales excluding car radios for April was 388,863; four-month total was 2,079,804. Fm production for April was 31,425 (See *Report on FM,* p. 79.)

KWBB
KWBB
KWBB

WICHITA'S
NUMBER 1
HOOPERATED
& PULSRATED
STATION
24 Hours a Day!

NOW! operating daytime on
5000 watts
(nights — 1000 watts)

IN KANSAS #1 MARKET!
Kansas' — Wichita's Best Buy.
Wichita consumers have a spendable income 5% above national average . . . AND retail sales are 18.6% above national average!

WITH KANSAS #1 TALENTS!
KWBB features the top in

D. J.'s — Jim Stowe, Billy Dee, Lee Nichols, Dick Jones, John Campbell, Jim Curran.

NEWS — Jim Setters, John Wagner, George Langshaw, Tom Atkins.

FOR AN A#1 SHARE
OF KANSAS' LARGEST MARKET
BETTER BUY

KWBB IN WICHITA
DIAL 1410

First in Hi-Fi Music • News and Sports

represented by George B. Hollingbery Co.
Southern-Clark-Brown Co.

for buyers and sellers of radio advertising

U.S. RADIO

JULY - 1959 VOL. 3 - NO. 7

. . . IN THIS ISSUE . . .

Will Cash Register Ring for Fm? 2
Exclusive Report on Fm Status
And the Strides Medium Is Making

Style Guide for Fm 3
Analysis of Trends in Equipment:
For Station and Listening Public

Flying High on Radio 3
Airline Business Is a Booming
Part of Current Radio Outlook

Giving Insects the Air 4
Dro Inc., Cautious About Radio at First,
Spends 75 Percent of Budget in Sound

Radio World Wide 4
What Major Stations Are Expecting
From Newly-Established Program Service

Question and Answers 4
Two Agency Executives State Why
Radio Will Be a Good Buy in the Fall

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	8
BPA Memo	72	Report on Fm	7
Commercial Clinic	70	Report from Networks	7
Editorial	84	Report from RAB	7
Focus on Radio	48	Report from Representatives	7
Hometown U.S.A.	66	Silver Mike	2
Letters to Editor	26	Soundings	
Names and Faces	82	Station Log	6
Radio Registers	74	Time Buys	1
Radio Research	81	Washington	1
Report from Agencies	77		

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6608 Selma Avenue
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700 Montgomery Building
San Francisco 11, SUtter 1-4583

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51.7%

of the total automotive gross sales are made in the KEYSTONE COVERAGE AREA!

● Eighteen and one half BILLIONS of DOLLARS in automobiles and accessories are purchased in areas covered by Keystone stations.

We'll be happy to send you our just completed KEYSTONE AUTOMOTIVE STUDY and our latest STATION LIST. Write to our nearest office:

CHICAGO 111 W. Washington St. STate 2-8900
NEW YORK 527 Madison Ave. ELdorado 5-3720
LOS ANGELES 3142 Wilshire Blvd. DUnkirk 3-2910
SAN FRANCISCO 57 Post St. SUtter 1-7440
DETROIT Penobscot Building

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.

• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

ADEQUATE COVERAGE—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

MULTIPLEX ACCESSORIES—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

★

For all your FM needs call your nearest RCA Broadcast Representative, or write to RCA, Dept. W-337, Building 15-1, Camden, N.J.

IN CANADA:
RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

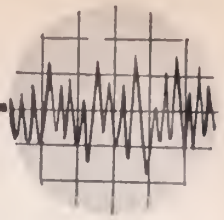
- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY

Tmk(s) ®

soundings



H-R Special Radio Project Ready for Early Fall Release

A special radio research project conducted for H-R Representatives Inc. by Market Planning Corp., a subsidiary of McCann-Erickson Inc., is expected to be in the hands of agency researchers by early fall. Among the features of the report is an analysis of the type of radio programming preferred by various age groups of listeners. A brochure, prepared by Don Softness, H-R director of promotion, will receive wide distribution across the country, the company states.

Fm Manufacturers Await Go-Ahead from Detroit

Equipment manufacturers appear ready and willing to produce fm sets for cars as soon as automotive Titans in Detroit recognize the medium to be a non-luxury item. Lincolns and Continentals are only models reported now available factory-equipped with fm. Growing popularity of German import which can be installed in almost any late-model automobile, and is offering a special attraction to foreign-car showrooms, may jolt American motor industry into competitive awareness of fm. (See *Will the Cash Register Ring for Fm?* p. 29, and *Style Guide for Fm,* p. 32.)

RAB Finds There Are 'Listeners by the Truckload'

A much-overlooked aspect of radio listening—truck radio—has been analyzed by Radio Advertising Bureau. The findings show that nearly 30 percent of trucks surveyed were equipped with a radio set in working order; that more than six out of 10 of the drivers of these trucks listen more than two hours daily. The bureau also reports that truck drivers earn about 15 percent more than the average industrial or manufacturing employee.

Adam Young Study On 'Spot Radio '59'

Adam Young Inc.'s new booklet, "Spot Radio '59 . . . A 60-Market Appraisal," provides basic marketing data on the top 60 U.S. metro county areas. It also provides research on "advertiser areas" in which radio stations may be expected to exert their maximum effectiveness, according to Frank Boehm, vice president-research of the firm.

Contadina Has a Case For Saturation Radio

"We have been using spots in eight-week flights. . . . We attempt to dominate the medium with as heavy a schedule as possible," Martin L. Morici, Contadina vice president for sales and advertising, told the Hollywood (Calif.) Advertising Club. "We use as many as 180 spots per week in a market." He says radio listeners become Contadina-conscious for a relatively short period of time during which, however, "we are able to establish lasting buying habits and brand loyalty." Mr. Morici, whose company has had sparkling sales results since it first tried radio in 1954 (see *Seven Radio Advertisers Tell Why,* December 1958), has this advice on the creation of commercials: Make "the spot stand out so vividly that people talk about it and write letters about it."

Johansson-Patterson Fight Rings Rating Bell

The heavyweight title bout between Ingemar Johansson and Floyd Patterson not only crowned a new champion in Johansson, but also hit the rating bell. Carried nationally by ABC Radio, Pulse reports the event scored a 21.6 rating, reaching 10,700,000 homes and 20,100,000 total listeners.

in the last
18 months.
137 different
national advertisers.



Here are five important reasons why:

campaign strategy—Today the *campaign* is all. No individual show can do the complete job. The advertiser's ultimate goal is the total audience, *all* prospects—not just isolated groups. And this year NBC Radio continues to deliver more of the top campaign audiences than any other network.

pure economics—With NBC Radio you can make more advertising impressions for less cost. Further, NBC Radio can add more to an existing campaign than can any other medium. For example, an advertiser with a 90-minute TV Special can increase his reach by 28% for an 8% additional investment on NBC Radio.

program dispersion—NBC Radio gives advertisers more opportunities to reach more diversified audiences with: 44 hours of network programming per week; 14 hours of weekend Monitor; 10 hours of weeknight Monitor; 10 hours of morning dramatic programs weekly; 10 hours of afternoon variety programs weekly; Hot-Line Service; Monday-through-Friday News on the Hour; and Stardust—supplying top star identification 85 times weekly.

flexibility—Announcements are available in ninety, sixty, thirty and six second lengths. They can be ordered in the afternoon and on the air the same evening. Weekly plans begin for as little as $300 and range to $30,000. Advertisers may purchase entire programs, star vignettes, or a pure frequency schedule.

extra services—NBC Radio has pioneered the development of new links with both the consumer and the dealer. Among the most significant: NBC Radio's National-Local Plan with the advertiser's network commercial tailored for local dealer cut-in; editorial support such as the current "Summertime Is Outdoor Eating Time"; closed circuit dealer meetings; and a long list of inventive plans that add both reach and return for the advertiser.

These are the reasons so *many* advertisers are attracted to NBC Radio and why *52.1% of all reported sponsored hours in network radio are on the leadership network, the . . .*

...have signed with the...

NBC RADIO NETWORK

WPTF
Raleigh-Durham
the Nation's
28th
Radio Market
32-county 1959
***PULSE* again shows WPTF FIRST** *all the way from sign on to sign off . . . with a* **36% share of audience** *that is almost* **three times** *that of our nearest competitor, a 12-station local network.*



WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

American Tobacco Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: PALL MALL CIGARETTES

A one-month campaign in major markets starts in mid-July. The schedule is a "heavy" one, using minutes. Timebuyer is Fred Spruytenburg.

Bantob Products Corp.

Agency: *H. W. Warden Associates, New York*

Product: VANGUARD

Where there's smoke in Dayton, O., there may be a new, tobacco-less cigarette. Bantob reports "excellent" sales results so far to its test-marketing of the Vanguard in Dayton, and says the local radio schedule which started June 22 will be continued indefinitely, using minutes in drive times. Plans are now being made to move on into other markets—with both product and radio schedules. Jim Barrett, media director, is handling the buying.

Bristol-Myers Co.

Agency: *Batten, Barton, Durstine & Osborn Inc., New York*

Product: TRIG

Now in the midst of its first six-week flight of radio for its men's deodorant, the company will pause momentarily in September before taking off on a second flight. The aerial tour includes an average of four stations in each of 45 markets; 25 to 30 one-minute announcements are scheduled per week, all during early morning "male grooming period." Timebuyer is Ed Koehler.

British Overseas Airways Corp.

Agency: *Victor A. Bennett Co., New York*

Product: AROUND-THE-WORLD TRANSPORTATION

Potential ticket-takers to faraway places are best reached via fm, in the opinion of BOAC (see *Will the Cash Register Ring for Fm?* p. 29). Accordingly, its agency is scheduling a weekly half-hour of fm in the airline's five take-off cities—San Francisco, Chicago, Detroit, Boston and New York. Starting this month, and continuing into 1960, *BOAC Highway to the World* is aimed at 6.5 million prospective trans-ocean travelers —people with the time, money and interest required for holidays abroad. Programs, taped by the agency, are built around international theme (for example, water music and children's music from different countries). One live announcement, which varies from city to city, is delivered in addition to commercials recorded in the program. Timebuyer is Ed Kahn.

Brown Shoe Co.

Agency: *Leo Burnett Inc., Chicago*

Stepping into a promotional program, the footwear firm reportedly is making available to shoe stores a five-minute recording by Tommy Sands with a built-in commercial. The record, on a co-op basis, will be used in an advertising campaign that begins in August.

Continental Wax Corp.

Agency: *Product Services Inc., New York*

Product: SIX MONTH FLOOR WAX

Adding a large chunk of network to its spot radio lists for the summer, Continental is shining up to the housewife in an intensive campaign during July and August. These two months, the company says its research indicates, are the ones during which floors require most

(Cont'd on p. 12)

2 MORE FOR YOUNG PRESENTATION

Lester Kamin and Public Radio announce

Effective July 1 . . . The New

KIOA

DES MOINES

—one of America's 10 biggest-spending markets

- Consistently first in Des Moines (Metro Pulse)
- First in Iowa (70-county Area Pulse)
- Iowa's top news station
- Better cost-per-thousand than any other media—air or print
- Iowa's most powerful independent . . . with 10,000 watts, 940 kc.

Effective March 1, 1959 . . . The New

KAKC

TULSA

- Consistently first in Tulsa, Hooper *and* Pulse
- Two-year record of efficiency . . . prestige . . . dominance in over one-third of Oklahoma
- KAKC sells the area of prime interest to advertisers with unparalleled cost efficiency
- Top news station in the nation (AP Poll, 1957)
- Best news station in the state (AP Polls, 1957, 1958)

Exclusive national representatives

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK	CHICAGO	ST. LOUIS	LOS ANGELES	SAN FRANCISCO	DETROIT	ATLANTA
3 East 54th St.	Prudential Plaza	317 No. Eleventh St.	6331 Hollywood Blvd.	Russ Bldg. (Rm. 1207)	2940 Book Bldg.	1182 W. Peachtree
New York 22, N.Y.	Chicago 1, Ill.	St. Louis, Mo.	Los Angeles 28, Calif.	San Francisco 4, Calif.	Detroit 26, Mich.	Atlanta, Ga.
Plaza 1-4848	MIchigan 2-6190	MAin 1-5020	HOllywood 2-2289	YUkon 6-6769	WOodward 3-6919	TRinity 3-2564

BEST SPOT BUY

IN SAN ANTONIO!

The unchallenged market leader
...by PULSE
...by HOOPER
...and used by the following advertisers:

Air Transport Assn., Alemite, Alka Seltzer, American Machine & Foundry, B-C, Bayer Aspirin, Bayer Nasal Spray, Ben Gay, Bexel Vitamins, Blondex, Blue Bonnet Margarine, Borden's, Bowman Biscuit, Bristal Meyers, Budweiser, Busch-Bavarian, Camel, Campho-Phenique, Cannan Mills, Cardui, Champion Spark Plugs, Chef Boy-Ar-Dee, Chevralet, Chrysler, Coca Cola, Coldene, Conoco, Coppertone, Cudahy, Eastern Airlines, Edsel, Energine, Eveready Batteries, Falstaff, Florists Tel. Del. Assn., Ford, Greyhound Bus, Gulf Oil, Hamiltan Watches, Hit Parade, Hormel, Italian Swiss Colany, Kent, L & M, Lance Products, Lever Bros., Lucky Strike, Magnolia Petraleum, Mercury, Mexsana, Mistol, Mum, Murine, My-T-Fine, National Biscuit, Newport, Oasis, Old Gold, Oldsmabile, One-A-Day, Pall Mall, Pacquins, Penetro, Pepsi Cola, Peter Paul Candy, Plough Inc., Portland Cement, Praise, Prestone, RCA Victor, R-C Cola, Ralston Purina, Rayco, Readers' Digest, Revlan, Romo Wine, Schlitz, Seafarth, Sears Raebuck & Co., Silk-N-Satin, Sinclair, Silver Dust, Silversmiths Guild, Sioux Bee Honey, Soltice, Squirt, Sterling Drugs, St. Joseph's Aspirin, Texaco, Time Magazine, Tap Value Stamps, Treesweet, Trig, United Fruit, Wildroot Cream Oil, Winston, Winter Pears, Wolf Brand Chili and others.

How about YOUR next schedule?

See your

KATZ AGENCY

REPRESENTATIVE

KONO

JACK ROTH, Manager
P. O. Box 2338
San Antonio 6, Texas

time buys

Cont'd from p. 10

care. The network package includes participation in seven daytime serials, according to the agency. Timebuyer is Doris Gould.

Dorann Farms Frozen Foods

Agency: *The Zlowe Co., New York*

Product: FROZEN PIZZA

The music is Verdi's, the lyrics are Zlowe's in a commercial that puts Dorann pizzas on the air over three New York stations and in prospect for stations in other markets to which the company plans to extend its distribution. The current buy will run from July through late fall; it is concentrated in time periods from Wednesdays to Saturday mornings to catch the food shopper. Timebuyer is Pauline Mann.

DX Sunray Oil Co.

Agency: *Potts-Woodbury Inc., Kansas City, Mo.*

Product: DX BORON GASOLINE

Getting its second wind, the firm will plunge into the second half of its summer schedule on August 3 for another month on its schedule of 10-second ET's over 69 stations. Including the first flight, which ran from June 15 to July 10, a total of more than 11,000 announcements will be used during the campaign, which the company calls its biggest radio usage to date. Gene Dennis is handling the buy.

Ford Motor Co.

Agency: *J. Walter Thompson Co., New York*

Product: "DIVIDEND DAYS"

A saturation schedule for two weeks is underway by Ford in major markets, pointing out economy features to the summer motorist. The minimum buy is two stations per market; in some areas seven to eight stations may be used. Allan Sachs is timebuyer.

Giroux Co.

Agency: *Ben B. Bliss Co., New York*

Product: GIROUX GRENADINE

Returning to radio after a year's romance with television, this flavoring syrup is now on the air in New York and preparing to catch the ear of housewives in other markets. The product, according to the company, may be used in cooking, making soft drinks for youngsters or mixing cocktails. Ben Bliss is handling the buying.

International Latex Corp.

Agency: *Reach, McClinton & Co., New York*

Product: PLAYTEX ITEMS

The company is currently testing radio, with an eye to using the medium for one or more of its Playtex products—bras, baby pants, Drypers, household gloves and an as yet unnamed new item—handled by Reach, McClinton. The agency declines to comment.

P. Lorillard Co.

Agency: *Lennen & Newell Inc., New York*

Product: KENT CIGARETTES

A heavy campaign in major markets which started last month is now expected to continue for an indefinite period. Tom McCabe is timebuyer.

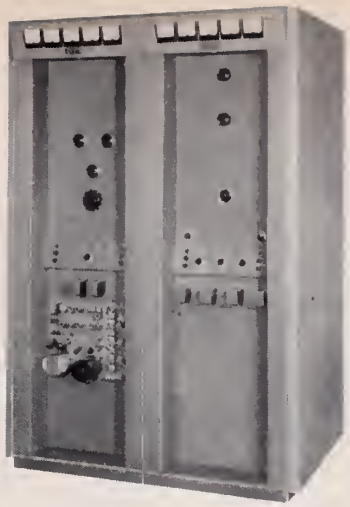
Mennen Co.

Agency: *Warwick & Legler Inc., New York*

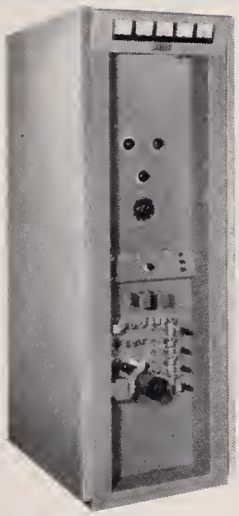
Product: MEN'S LINE

Summer and fall, radio will be carrying Mennen's sales message to prospective customers in major mar-

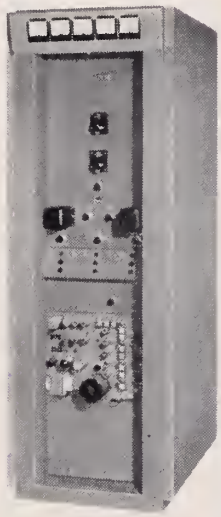
Cont'd on p. 16



FM-5B 5000 Watt FM



FM-250B 250 Watt FM



FM-1B 1000 Watt FM



BFE-50B 50 Watt FM
BFE-10B 10 Watt FM

GATES the Finest

Sound in FM

To satisfy the mast discriminating fidelity enthusiast . . . to provide a true saund for the ultimate enjayment of the listener . . . these are the basic desires af the FM braadcaster. And enhancing this saund af high fidelity is the primary characteristic af the new Gates FM transmitter line.

Five distinctive and entirely new FM transmitters, 10 and 50 watts, 250 watts, 1000 and 5000 watts, are now available fram Gates. These tap-quality precision transmitters, built far greater reliability and higher than ever perfarmance standards, include self-contained single ar dual channel multiplexing equipment as an aptianal accessary.

Technical bulletins an the new Gates FM line are naw available, telling the complete stary af a new design far lang tube life, much lower distartian at wider response, the creation of an entirely new exciter emplay-ing pulse techniques in phase madulatian, and many other autstanding features that make this a distinguished line af FM transmitters. Write taday far the new Gates FM Fact File—yours for the asking.



HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in NEW YORK, HOUSTON, ATLANTA, WASHINGTON, D.C. International division 13 EAST 40th STREET, NEW YORK CITY. In Canada CANADIAN MARCONI COMPANY



DON McLEOD
Detroit's most popular D.J.
WJBK-DETROIT



TOM GEORGE
Everybody in Detroit loves Tom
WJBK-DETROIT





LEE ALAN
Most exciting all-nite show
WJBK-DETROIT



CLARK REID
"Tunes old and new just for you"
WJBK-DETROIT

"Hear, ye . . . hear, ye!" . . . Familiar words in the days when the Town Crier served the broadcasting needs of the people. Today, in great measure, this function is being performed by the Storer Broadcasting Company. It is done in the spirit of responsible (and responsive) service.

Hearken!..the town crier

This responsible service—with the loyalty it has gained—is personified in the modern-day "deejay." He is a part of the vigor of his community, sensitive to his audience. With music as his bell, he not only is heard, but listened to . . . Productive results of his salesmanship on Storer stations prove it.



TOM CLAY
"Jack-the-Bellboy" tops with the 'teens'
WJBK-DETROIT



RUDY ERTIS
All-night man to "night people" all night
WSPD-TOLEDO



JIM ROWE
The "Fabulous 58" according to Toledo
WSPD-TOLEDO



JACK WILLIAMS
Show tunes new and nostalgic
WSPD-TOLEDO



BILL GORDON
Sponsors love him!
WJW-CLEVELAND



ICE MACDONALD
s covered all aspects radio in Cleveland
JW-CLEVELAND



CHUCK PARMALEE
. . . music, service announcements and news
WSPD-TOLEDO



TOM CARSON
"Police Beat," fastest-paced show in nighttime radio
WJW-CLEVELAND



CHUCK RENWICK
Bright, popular music, special announcements, national news
WJW-CLEVELAND



JOE NIAGRA
Ruler of Philadelphia radio
WIBG-PHILADELPHIA



BILL WRIGHT
The Rebel with a cause
BG-PHILADELPHIA



BOB MITCHELL
WIBG's newest big music gun
WIBG-PHILADELPHIA



TOM DONAHUE
A big man with a big sound
WIBG-PHILADELPHIA



LEE SUTTON
. . . consistently pulls more commercial mail
WWVA-WHEELING



LEE MOORE
. . . one of nation's top country western deejays
WWVA-WHEELING



JOHN CORRIGAN
The Music Man 1170 Club
WWVA-WHEELING



HARDROCK GUNTER
MC of Good Morning Show
WWVA-WHEELING



JOHNNY GRIMES
Music styled for rolling back the rugs
WGBS-MIAMI



CAL MILNER
Master of picking tomorrow's hits today
WGBS-MIAMI

Storer's town criers of Radio



AL LEIBERT
Makes it easy to open the other eye
WGBS-MIAMI



BOB ANCELL
Musicaster with a "go" sound
WGBS-MIAMI

STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WITI-TV
Toledo	Cleveland	Detroit	Atlanta	Milwaukee

WSPD	WJW	WJBK	WIBG	WWVA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

WKLO
LOUISVILLE

THE
MOST
WONDERFUL
SOUND
IN
DERBYTOWN

the
grand new,
brand new

WKLO

SOLD NATIONALLY BY:

robert e. eastman
& co., inc.

time buys

Cont'd from p. 12

kets via a campaign starting the middle of this month. The schedule calls for 50 announcements per week in the top markets, 20 to 25 per week in the rest. Timebuyer is Herb Gandel.

Nestle Co.

Agency: *Bryan Houston Inc., New York*

Product: NESCAFE

A new schedule was started in one market this month, and two others were recently renewed by this account to last until the product shifts September 1 to another agency (William Esty Co.). Frequencies vary from 10 to 40 announcements per market, with multiple stations being used. Frances John is timebuyer.

Point Adams Packing Co.

Agency: *Ben B. Bliss Co., New York*

Product: PEACOCK SALMON

Angling for a larger market, this West Coast cannery is branching out into radio in New York (three stations), with plans on the line for other areas. On-the-air time presently includes participations on homemaker shows such as *Housewives' Protective League.* The schedule started last month, will go for 13 weeks, and then be renewed. Ben Bliss is handling the account.

RCA Victor Record Division

Agency: *Grey Advertising Agency, New York*

Product: VAN CLIBURN'S RACHMANINOFF CONCERTO #3

Calling on good music stations to sell a good music record, RCA reportedly is conducting a saturation campaign for three weeks via fm in 12 markets (see *Will the Cash Register Ring for Fm?* p. 29). A minimum of 26 anouncements per week is scheduled in each market until the end of July.

Scott Paper Co.

Agency: *J. Walter Thompson Co., New York*

Product: CUTRITE WAX PAPER

A fourth of July promotion by Scott illustrates one way to reach holiday picnickers before they pack their lunch baskets: Launch an aerial display of advertising. The "fireworks" started six days before July 4, supplementing NBC and CBS schedules with spot buys in 35 markets. Announcements "at all times, of all lengths" continued until the holiday weekend got underway. Marie Barbato is timebuyer.

Society of Plastic Industries

Agency: *Batten, Barton, Durstine & Osborn Inc., New York*

Product: PLASTIC BAGS

Tackling the job of telling the public how to deal sensibly with thin plastic bags, the society is sponsoring an intensive radio campaign this month. Its educational drive points out the need for care in disposing of the bags. In addition to announcements on NBC, the promotion includes spot in 50 top markets. Live minutes are being used in or adjacent to newscasts on an average of 25 to 30 times a week. Timebuyer is Ted Meredith.

Sterling Drug Inc.

Agency: *Thompson-Koch Co., New York*

Product: CAMPHO-PHENIQUE

Fever blisters and bug-bites are the targets of this medication, whose manufacturer is aiming at sufferers of such summertime maladies. Starting this month, the 11-week schedule of one-minute announcements will be delivered in 32 markets. Frequencies range from 5 to 12 per week. Bob Hall is timebuyer. • • •



With an ear to the ground

What's happening in Africa? Europe? What about that movie star's romance in Spain? WGN-Radio listeners now know *more* because of WGN's extensive coverage of world news and events.

Yes, WGN-Radio's comprehensive, around-the-clock, news coverage is one more important reason why more people listen to WGN—because WGN's news gathering facilities are unmatched by any other station in the Chicago Metropolitan area.

Exclusive only to WGN-Radio in Chicago are the Chicago Tribune World-Wide Press Service, WGN Police-Trafficopter reports twelve times daily, and Radio Press world-wide, on-the-spot news coverage. In addition, WGN's large staff of writers and editors use the news gathering services of Associated Press, United Press International and Chicago City News Bureau to provide Midwestern listeners with the finest programs of up-to-the-minute news.

No wonder more people listen to WGN-Radio for more news of happenings around the world!

WGN RADIO TELEVISION QUALITY INTEGRITY

WGN-RADIO

THE GREATEST SOUND IN RADIO

441 North Michigan Avenue • Chicago 11, Illinois



Nobody could ever make a dollar go farther

(until ABC Radio came along)

Perhaps *your* pitch is falling short . . . not enough impressions getting across. Sounds like a good time to reappraise your media lineup . . . find out where you can best add more muscle and momentum—*without* adding more dollars to your budget. And *that* sounds like the ABC Radio Network.

Look what ABC delivers:

1. Millions of additional advertising impressions at one of the lowest costs per thousand available in any media today.
2. Exciting, smart-selling personalities who go all out to help with your merchandising efforts.
3. Thorough coverage of nationwide distributor areas, with more opportunities for dealer-distributor tie-ins on local affiliates.
4. Astounding, continuing growth. More than 2,600,000 homes added to ABC's (and *your*) potential audience since last year—the equivalent of 5 major markets.

Best of all, when you realign your schedule to include ABC (and the many advantages it offers), you can keep your budget at its present level . . . or even reduce it a bit.

And, especially these days, that's an awful lot of distance for a dollar.

ABC RADIO NETWORK

washington



etwork Executives Put ressure on Sec. 315 Revisions

The pleas of executives from the major networks, before the Communications Subcommittee of the Senate Committee on Interstate & Foreign Commerce, have added greater pressure for revision of the controversial Section 315 of the Communications Act dealing with equal time.

Robert W. Sarnoff, chairman of the board of NBC, told the committee that "unless the gag is lifted during the current session of the Congress, a major curtailment of television and radio political coverage in 1960 is inevitable. And as a painful corollary, reporting of public affairs of any kind would be heavily limited during the political campaign."

Mr. Sarnoff stated that this gag on broadcast political coverage is a definite result of the Federal Communications Commission's recent Lar Daly ruling interpreting Section 315 as applying to newscasts and requiring broadcasters to give equal time to all rival candidates. The commission re-affirmed this ruling last month.

anton Urges Prompt ssage of Hartke Bill

Frank Stanton, president of CBS, pledged his full support in favor of one of the four major proposed bills before Congress which advocate revisions of Section 315. Dr. Stanton said that the bill by Senator Vance Hartke (D-Ind.) provides "direct relief to . . . the primary destructive effects of Section 315 which can most readily be dealt with. Its prompt passage can very well mean the difference between the survival of a free journalism in this country and the beginning of an erosion that can be interpreted as nothing less than the negation of democratic principles as old as the republic."

Dr. Stanton pointed out that the Hartke bill furnishes relief in three major areas of restrictions set down by Section 315. It relieves broadcasters of the obligation to give equal time to insignificant and fringe candidates for both nomination and election for the offices of President and Vice President of the United States; it exempts news documentary, panel discussion, debate, or similar programs from the equal time requirements, and most important, according to Dr. Stanton, it exempts "any regularly scheduled or bona fide newscast."

aly Sees Newscasts As roadcasters' Immediate Concern

John Daly, ABC vice president in charge of news, special events and public affairs, declared that although the ultimate goal is a completely revised Section 315, "the immediate concern must be the FCC's recent decision applying this section to regular news broadcasts . . . the so-called Lar Daly case." Mr. Daly, by focusing his Senate testimony on this one particular matter rather than on the whole problem of total revision, favored passage of bills introduced by Senator Gordon Allott (R-Colo.) and Senator Spessard L. Holland (D-Fla.), both of which exempt news commentary programs from the Section 315 provisions. Mr. Daly stated that ABC had some reservations concerning portions of the Hartke bill and a bill introduced by Senator Strom Thurmond (D-S.C.).

Siding with Mr. Daly, Senator Holland told the committee that "I am convinced that representatives of the industry will readily admit that

(Cont'd on p. 22)



The Colonel is Proud to Beat the Drum Loudly

FOR WRVA-RADIO

WEST

KBOI — Boise	5,000
KHOW — Denver	5,000
KGMB-KHBC — Honolulu-Hilo	5,000
XEAK — San Diego	50,000
KIRO — Seattle	50,000

MIDWEST

WHO — Des Moines	50,000
WOC — Davenport	5,000
WDZ — Decatur	1,000
WDSM — Duluth-Superior	5,000
WDAY — Fargo	5,000
WIRE — Indianapolis	5,000
KMBC-KFRM — Kansas City	5,000
WISC — Madison, Wisc.	1,000
WMBD — Peoria	5,000

EAST

WCBM — Baltimore	10,000
WGR — Buffalo	5,000
WWJ — Detroit	5,000
WJIM — Lansing	250

SOUTHWEST

KFDM — Beaumont	5,000
KRYS — Corpus Christi	1,000
WBAP — Fort Worth-Dallas	50,000
KTRH — Houston	50,000
KENS — San Antonio	50,000

SOUTHEAST

WRVA — Richmond	50,000
WLOS — Asheville	5,000
WCSC — Charleston, S. C.	5,000
WIST — Charlotte	5,000
WIS — Columbia, S. C.	5,000
WSVA — Harrisonburg, Va.	5,000
WPTF — Raleigh-Durham	50,000
WDBJ — Roanoke	5,000

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

WRVA

IRGINIA'S LARGEST



SINGLE ADVERTISING MEDIUM

RADIO

Produces Sales Through

★ **Coverage**

WITH THE ONLY 50,000 WATT POWER IN VIRGINIA

★ **Circulation**

REACHING MORE THAN THREE TIMES AS MANY RADIO HOMES
AS THE SECOND STATION IN THE MARKET

★ **Programming**

GEARED TO THE FAMILY TASTE 24 HOURS AROUND THE CLOCK ALL WEEK

★ **Personalities**

THAT INSPIRE CONFIDENCE AND BELIEVABILITY

★ **Public Service**

THAT CREATES EXCITEMENT AND RESPONSE IN THE ENTIRE COMMUNITY

★ **...and now,**

NBC AFFILIATION

WRVA-RADIO

RICHMOND, VIRGINIA

DIAL 1140 AM • 94.5 FM

50,000 WATTS • NBC RADIO



Hooray For un-Formula!

A "formula" radio station is definitely whot WBT oin't.

WBT's progromming is varied—creotive—responsible.

Populor, too. Pulse surveyed the 25 county Chorlotte oreo (just o portion of WBT's Basic Service Areo) ond found a 92% WBT leod mornings, 69% ofternoons ond 123% ot night.*

Grob some WBT ovailabilities so you'll hove something to cheer obout in the notion's 24th largest rodio morket.** Coll CBS Rodio Spot Sales for detoils.

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

the Lar Daly case has created an impossible situation which must be corrected immediately and that its correction is far more important at this time than are other changes of the law which have caused them difficulties throughout the years."

Further support for the passage of the legislation to alter Section 315 also has been given by the National Association of Broadcasters through its president, Harold E. Fellows. In his testimony before the Senate subcommittee, Mr. Fellows asked Congress to repeal "in its entirety" this section, which holds "broadcasters in a legal strait jacket and deprives the public of programming which it might otherwise receive."

Canon 35 Presents Its News Problems

Another form of legislation restricting radio and television news coverage is Canon 35 of the American Bar Association, which prohibits photography and broadcasting of trials. In a recent conference, representatives of media studied proposals to amend this canon. The Bar Committee stated that in its opinion most members of the bar favored the canon. Media spokesmen, however, pointed out that because of technological advances the media could now reproduce events in a courtroom unobtrusively and that the mere fact of presence would not affect the fairness of trials.

An example of the conflict over Canon 35 is a report from KYW Cleveland that it has dropped its *Traffic Court* program after a ruling by the Ethics Committee of the Cleveland Bar Association which stated that the program was in direct violation of the canon. Attorney Thomas A. Burke, representing Municipal Judge George P. Allen, whose courtroom was broadcast over the program, declared that the Ethics Committee could have come to no other conclusion since "their role was not to analyze the public service merits of the program, but to decide whether a microphone in the courtroom as well as a re-broadcast of courtroom proceedings constituted a violation." • • •



Proof of top

ACCEPTANCE

WCCO Radio delivers...

MORE LISTENERS IN HAND . . . more than all other Minneapolis-St. Paul stations *combined!* Even up to 3 out of every 4 listeners in prime morning time.

MORE ACCEPTANCE through full-size programming that attracts and holds your buying audience.

MORE MARKET . . . the hands of 1,014,720 families reaching for your product in 4 states! Basic service area: 114 counties in Minnesota, Wisconsin, Iowa, and South Dakota.

Call or write for full facts.

Nothing sells like acceptance... **WCCO Radio**

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Mar.-Apr., 1959 Station Total, 6:00 AM-Midnight, 7-day week



Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Centraliowa! Now topping *three* network stations—and most quarter-hour gains of *all* stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I' (Mon. thru Fri.—Pulse May 1958—March 1959) Hooper up, too, 68%.

And you *still* get that low, low cost per mmmmmmmmm!

IN DES MOINES AND CENTRALIOWA, BUY

KSO

RADIO ON THE GO!

PHONE TONY MOE AT KSO

or contact H-R REPS

LARRY BENTSON, President
TONY MOE, Vice-Pres.-Gen. Mgr.
JOE FLOYD, Vice-Pres.

the *Silver Mike*





THIS MONTH:

EDWARD J. DEGRAY

President
ABC Radio

Newly-Elected President Sees 'Upward Swing' Continuing

ABC Radio and Edward J. DeGray, newly-elected president, have both made strides in the past year.

Since Mr. DeGray became vice president in charge of ABC Radio in March 1958, the network has added more than 30 new sponsors. Mr. DeGray strongly believes that the outlook for ABC Radio and network radio in general is good. "The medium has assumed a degree of stability in recent months and is continuing the upward swing which began during the 1958 season," he points out.

Besides improved sales, advances have also been made in programming, news, special events and public affairs broadcasting and in services to ABC's affiliate line-up and advertisers.

Mr. DeGray states that "In addition to offering affiliates programming they can't normally supply from local sources, ABC is offering extra services to advertisers, including special campaigns to tie in the stars of the programs with the sponsors' local and national sales plans."

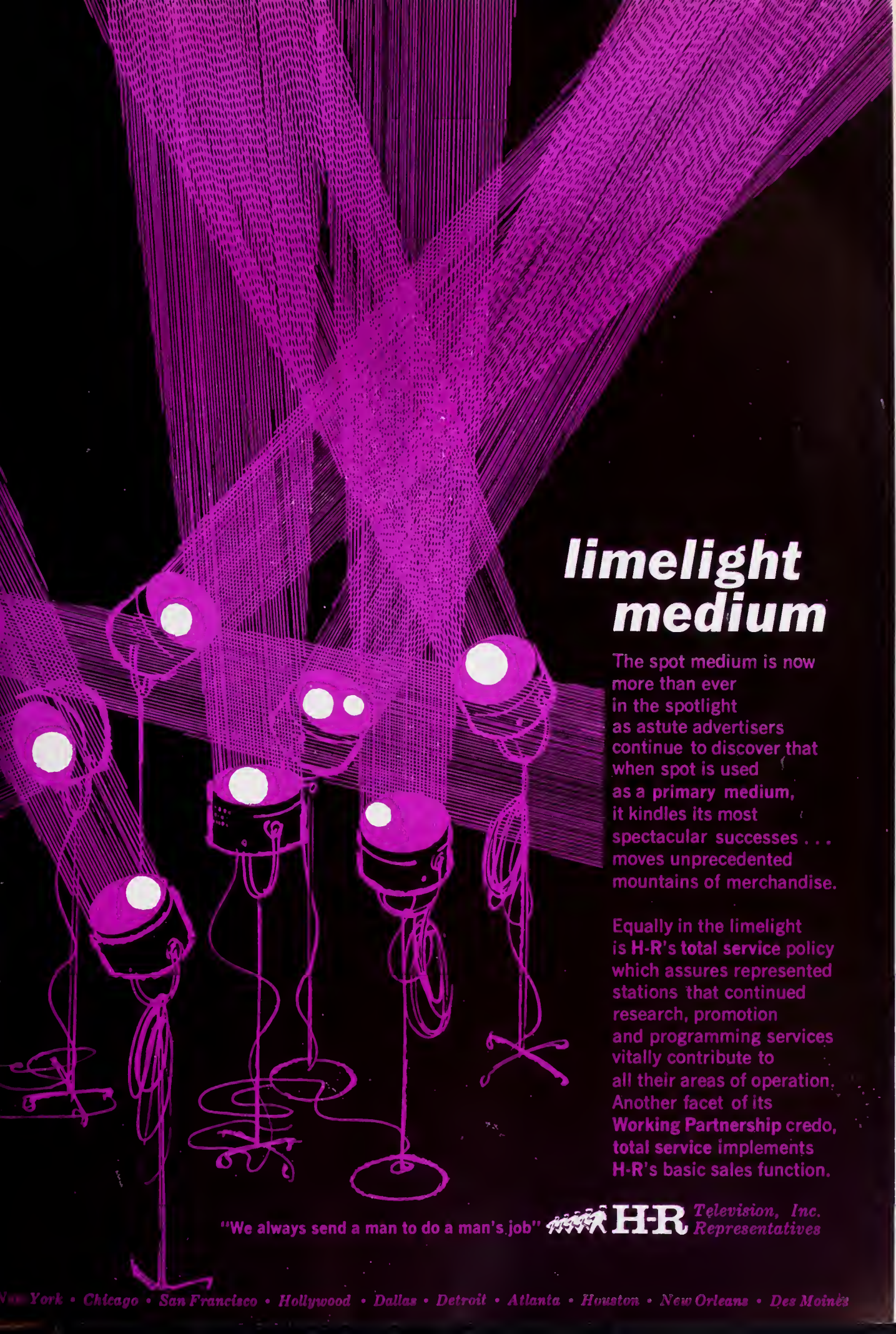
The network also has established special closed-circuit news feeds to affiliate news editors to give them the story behind the news from its world-wide correspondents.

Mr. DeGray is credited as the major factor in this radio expansion by ABC Radio. He has been with the network since October 1955 when he was named national director of station relations. In 1957, he was elected vice president in charge of station relations.

Mr. DeGray is a graduate of the University of North Carolina and began his broadcasting career in the accounting department of CBS in 1937. Three years later, he was transferred to the CBS affiliate, WBT Charlotte, N.C., as office manager. He soon was named assistant general manager of the station.

In 1948, Mr. DeGray returned to CBS in New York as executive assistant in charge of station administration, spot sales, co-op program sales and the Housewives Protective League programs. He was made station relations representative for CBS Radio and co-op program sales contact in 1951, and two years later was named national director of CBS Radio station relations and supervisor in charge of radio co-op programs. Mr. DeGray became director of station relations for Vitapix Guild Films Inc. during the early part of 1955, and then joined ABC Radio.

Mr. DeGray lives in White Plains, N.Y., with his wife Helen and their five children. • • •



limelight medium

The spot medium is now more than ever in the spotlight as astute advertisers continue to discover that when spot is used as a primary medium, it kindles its most spectacular successes . . . moves unprecedented mountains of merchandise.

Equally in the limelight is **H-R's total service** policy which assures represented stations that continued research, promotion and programming services vitally contribute to all their areas of operation. Another facet of its **Working Partnership** credo, total service implements H-R's basic sales function.

"We always send a man to do a man's job"

H-R *Television, Inc. Representatives*

New York • Chicago • San Francisco • Hollywood • Dallas • Detroit • Atlanta • Houston • New Orleans • Des Moines

In Houston...

UNANIMOUSLY

HOOPER
May-June, 1959

NIELSEN
Jan.-Feb., 1959

PULSE
Jan.-Feb., 1959

Agree

K-NUZ

is NO. 1 *in*
TOTAL RATED
TIME PERIODS

CONCLUSIVELY

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:

THE KATZ AGENCY, Inc.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

LETTERS TO

Farm Fan

Congratulations on your June issue.

As you know, we have a definite interest in farm radio, representing as we do several major area stations such as WSM Nashville, WOW Omaha, WWVA Wheeling, W. Va. We contributed in both time and money toward the new presentation which the NATRFD gave in New York last month. We feel that your excellent article on farm radio (*The Change Down on the Farm,* June 1959) gives us something definite to point to as we tell the farm radio story. In our opinion, you performed a great service to the radio industry.

Arthur H. McCoy
Executive Vice President
John Blair & Co.
New York

Wrong 'Steer'

I'm glad to know there is another Norfolk in the United States; but ours "ain't Virginia"! (*The Change Down on the Farm,* June 1959.) We're the "Cornhusker boys from Nebrasky" . . . and that little seaport town down on the East Coast just couldn't seem further away than it does now!

I know how easily a mistake like this can be made; but tell all the staffers that WJAG is in *Nebraska* —in the heart of the beef empire.

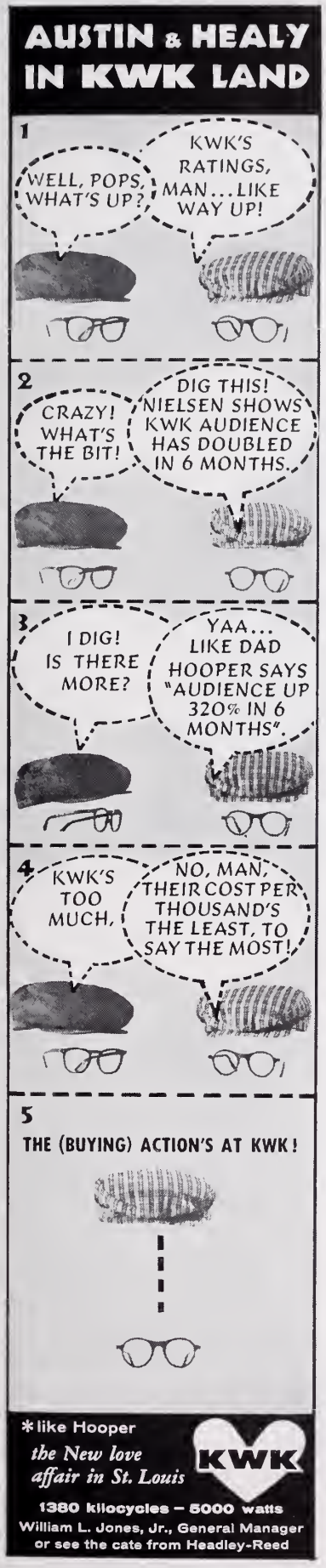
Bob Thomas
Manager
WJAG Norfolk, Neb.

Scientific View

You have done a marvelous job of presenting a technical subject (*Is Stereo for Real?* June 1959) in a palatable manner for your particular audience; in fact, any audience. We shall keep the article in our stereo files for future reference.

I was glad to be one of the contributors of source material.

Floyd K. Harvey
Acoustics Research
Bell Telephone Laboratories
Murray Hill, N. J.



THE EDITOR

Touchy Subject

We were sorry that you had to use the advertising budget figures (in *Pfizer with Radio Improves Breed, Sales,* June 1959), which were a slight bone of contention inside our company, but fully appreciate your position in the matter.

It is an excellent story.

George Weiler
Director of Public Relations
Chas. Pfizer & Co.
New York

From Ad Row:

We are interested in obtaining three or four copies of your May 1959 issue . . . at your earliest convenience . . .

Grace Nakano
Secretary to William E. Wright
Wright, Campbell & Suitt Inc.
Chicago

If extra tear pages are available, I'd very much appreciate having a copy of your May feature entitled *Brewers and Radio: 52-Week Partners.*

Robert E. Williams
Dancer-Fitzgerald-Sample, Inc.
New York

AIR MAIL 18 COPIES OF JUNE 1959 EDITION.

Edward F. Ritz
Vice President of Media
Klau-Van Pietersom-Dunlap Inc.
Milwaukee, Wis.

I think U. S. RADIO is doing a terrific job for the medium.

Bill Fromm
Manager
Sales Development & Promotion
NBC Spot Sales
New York

We would like to obtain about 20 copies of (*Radio: The Way to Food Shopper's Heart,* January 1959).

Forbes Calder
Radio Division
Stovins-Byles Ltd.
Montreal, Que., Canada



450 TOP DRUG STORES

IN METROPOLITAN BALTIMORE

Now feature selected W-I-T-H advertisers!



Put your drug-store product on Baltimore's sales-powered station for fast, sure results . . . for merchandising advantages in 450 drug stores as shown on the map, advantages you cannot get any other way!

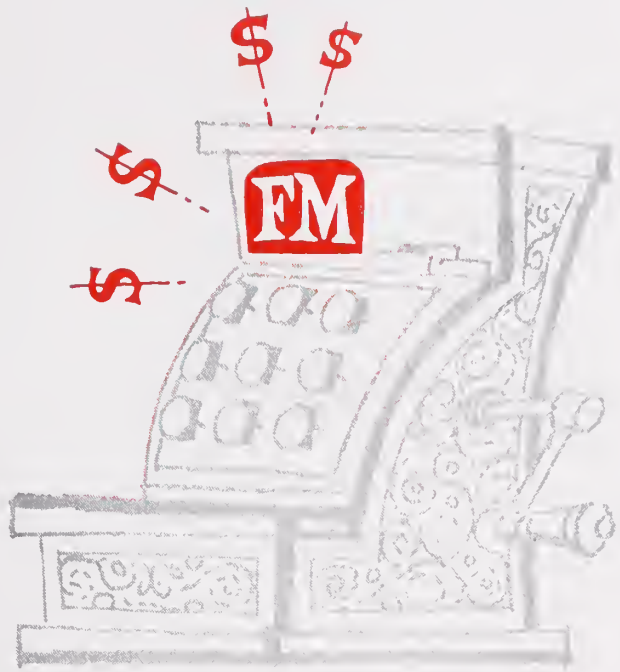
- W-I-T-H is the official station of 450 drug stores of the Baltimore Metropolitan Pharmaceutical Association!
- You get Feature Display in 450 Metropolitan drug stores.
- In-store poster displays in 450 stores!
- List of 450 participating drug stores
- Advertising in the Maryland Pharmaceutical Journal!
- Jumbo mailings to 450 drug stores in Metropolitan Baltimore!

NO REASONABLE MERCHANDISING REQUEST EVER REFUSED!

W-I-T-H

Tom Tinsley, *President* **RADIO BALTIMORE** R. C. Embry, *Vice-President*

NATIONAL REPRESENTATIVES: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.



Will the Cash Register Ring for Fm?

A special U.S. RADIO report, based on a station questionnaire, covering strides fm is making in selling itself to agencies and in selling advertisers' products to listeners

Also See:

Fm Survey Facts ..... *p. 30*
Fm Station Key ..... *p. 31*
Fm Equipment Guide ..... *p. 32*
'Report on Fm' ..... *p. 79*

There's a new riddle being played these days on Ad Row. If you haven't heard it, chances are you haven't long to wait. It goes like this:

If fm sound is carried through a different part of the spectrum, and if fm has different equipment that serves as the vehicle for a clear, pure sound, how then, is fm like am?

The answer?

Fm is like am because it is now

selling programming and audiences, and has abandoned the technical "pitch" that for so long obscured its real value to agencies and clients.

The status of fm—to borrow two words descriptive of much of fm music—may not be good, but it is getting better. The number of commercial fm stations going on the air has been leaping forward at a quickening pace—from 537 at the end of 1957 to 571 at the close of last year. As of the end of this May, the number was already up to 612, indicating that it won't be long before fm stations on the air will approach the all-time high of 1948 when there were 750 operating outlets.

Questionnaire

According to a U.S. RADIO questionnaire survey of fm stations that brought 169 replies, the *average* fm station reporting has been doing business, but only after a steep, uphill fight. The survey shows that the average fm station which programs separately or is an fm-only operation has 31.3 percent of its commercial time sold compared with 7.2 percent of commercial fm time sold for the average station that duplicates am programs.

From where does this revenue come? Fm, so far, is chiefly a local story, according to the study. For the average fm station reporting, 83.5 percent of business is local, while 16.5 percent is national. Armed with their local sales story, many fm operations have been pounding on the doors of national clients and have been gaining acceptance for their sales arguments.

The U.S. RADIO survey also shows that where there is a combined am-fm operation, the average fm station reporting (whether it be separately programmed or not from the am) accounts for 11.1 percent of the total combined billings.

With increasing frequency, advertisers are giving fm a chance and finding that its audience can manifest itself in the most meaningful research figures of them all—sales results.

Erwin Wasey, Ruthrauff & Ryan Inc., New York, has a client, Tuborg beer of Denmark, an imported, premium beer that sells for "twice as much" as a comparable domestic product. On the basis of material sent in as part of the selling effort by stations, the agency decided that fm's audience sounded right for Tuborg. Al Tilt, account executive, states "Because of the luxury nature of the product, it was felt that consumers who traveled a lot and had money to spend were the best potential customers."

With this as a guide, Vince DeLuca, chief timebuyer, had the task of lining up a three-market test concentrating on "good-music" programming, in this case, because of the "snob" appeal of the product. The markets were Los Angeles, San Francisco and a southwestern city. In Los Angeles, two fm-only stations and a combination am-fm were used, and in San Francisco, one fm and one am were used. A general-appeal am station was selected in the southwestern city because, the agency says, a "good music" station was not to be found.

The campaign ran for eight weeks during the last quarter of 1958, from October 20 to December 12. The results?

Sales Increases

The southern California distributor reported a 70.5 percent increase in sales for the last quarter of 1958 and the first month of 1959 compared with a similar period the year before. The northern California distributor reported a 45.1 percent increase for that period. The southwestern test city, without fm, had nothing exciting to report, and sales just about matched those in a nearby city.

Other factors in addition to "good music" radio that were cited for the noteworthy sales increases were a special offer of $1 off on a case of beer (however this was available in the southwestern city, too) and a general business recovery at that time.

Mr. DeLuca notes that from what research material he has seen, the prime hours of fm are in the evening. As a consequence, where avail-

U.S. Radio Survey

Based on questionnaires returned from 169 stations, the average station replying answered these questions:

PERCENT OF COMMERCIAL TIME SOLD?

On average station that programs separately or is fm-only:	**31.3%**
On station that duplicates am:	**7.2%**

IS BUSINESS NATIONAL OR LOCAL?

Average:	**83.5% Local**
	16.5% National

WHAT PERCENT OF TOTAL REVENUE DOES FM STATION REPRESENT IN COMBINED AM-FM OPERATION?

Average:	**11.1%**

ble he bought evening hours for he fm buy and morning or afternoon for the am buy.

As for the future, Mr. Tilt declares, "When Tuborg picks up its advertising this fall, it is as certain as anything can be that we will be back on fm with enlarged schedules and expanded markets."

Evidence Noted

From all evidence, the forthcoming season looks like one that will be marked by the keenest interest yet in fm by national clients and agencies.

Among the highlights:

- At the agency level, Grey Advertising is preparing a questionnaire for *all* fm stations to bring itself up to date on the medium.
- The Affiliated Advertising Agencies Network has completed a survey of its member agencies which shows substantial interest in fm. It also outlines the job ahead for fm stations if they want to gain greater recognition from agencies. (See *Report on Fm*, p. 79)
- From a programming point of view, the QXR Network (with headquarters at WQXR-FM New York) expects to be programming *live* from Washington to Boston by September, and further expansions are understood to be on the drawing board.
- The Concert Network, with four owned stations from Boston to New York, has plans to package its programs on a tape basis.
- In station representation, among the firms who are actively selling fm are: Good Music Broadcasters, with 16 fm and five am stations; Walker-Rewalt Co.'s Quality Music Division, with 21 fm and three am stations; Fine Music Hi-Fi Broadcasters, with 17 fm and

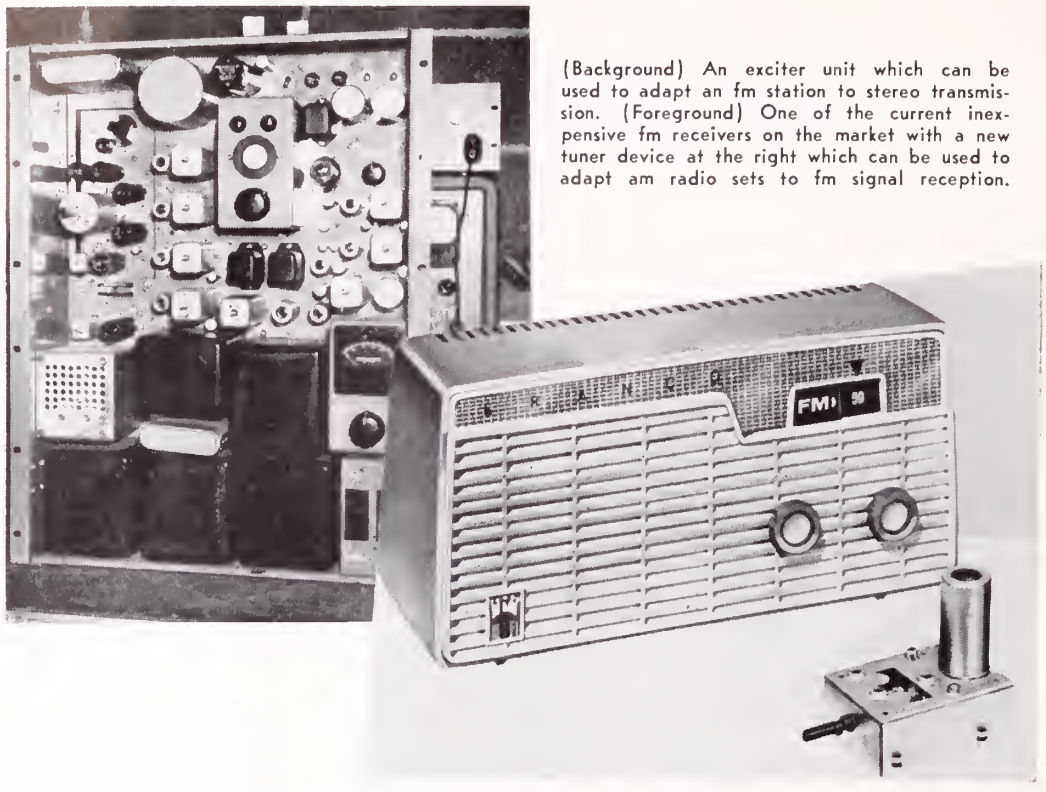
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Fm Station Key

The following information is taken from questionnaires returned by 169 stations who replied to the U.S. RADIO survey. The programming information is reported in the same terminology used by the stations.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
ALABAMA			
WHOS-FM Decatur	WHOS	Duplicates	Good music; sports
ARIZONA			
KELE-FM Phoenix	KONI	Separate	(Not Reported)
ARKANSAS			
KBTM-FM Jonesboro	KBTM	Duplicates	(Not Reported)
KUOA-FM Siloam Springs	KUOA	Duplicates (afternoon) Separate (7 to 9:15 p.m.)	Good music; Public service
CALIFORNIA			
KRE-FM Berkeley	KRE	Duplicates (95%)	Serious music
KCBH Beverly Hills	None	(No Am)	Concert, Broadway, Movie, Folk music
KUTE Glendale	None	(No Am)	Instrumental music; News briefs
KDUO Hollywood	None	(No Am)	Classical, Show, Standard music; Early a.m. farm digest; Five-minute newscasts; Sports; Financial summaries
KGLA Los Angeles	None	(No Am)	Album, Popular music; Poetry
KRHM Los Angeles	None	(No Am)	Popular, Show, Jazz, Classical, Opera music
KOXR-FM Oxnard	KOXR	Duplicates (12 to 6 p.m.) Separate (6 to 10:30 p.m.)	Music (some classical); News; Sports
KPLI Riverside	None	(No Am)	Middle-of-the road music; News on the hour
KXOA-FM Sacramento	KXOA	Duplicates	Popular music; News
KITT San Diego	None	(No Am)	Fm for Familiar Music-Show & Standard music
KPEN San Francisco	None	(No Am)	Popular, Jazz, Show, Classical music
KSFR San Francisco	None	(No Am)	Classical & Jazz music
KRLW Santa Barbara	None	(No Am)	Classical, Light Classical, Popular album & Folk music
COLORADO			
KDEN-FM Denver	KDEN	Duplicates (7 p.m. to 7 a.m.) Separate (7 a.m. to 7 p.m.)	(Not Reported)
KCMS-FM Manitou Springs	KCMS	Am is bonus to fm	Concert, Show, Standard & Jazz music
CONNECTICUT			
WGHF-FM Brookfield	None	(No Am)	Good music; News
DELAWARE			
WJBR Wilmington	None	(No Am)	Classical, Show, Jazz & Mood music
DISTRICT OF COLUMBIA			
WGMS-FM Washington	WGMS	Duplicates	Classical music
WOL-FM Washington	WOL	Duplicates	(Not Reported)
WTOP-FM Washington	WTOP	Duplicates	(Not Reported)
WWDC-FM Washington	WWDC	Separate	Continuous Middle-ground music; News each hour

Cont'd on p. 50



(Background) An exciter unit which can be used to adapt an fm station to stereo transmission. (Foreground) One of the current inexpensive fm receivers on the market with a new tuner device at the right which can be used to adapt am radio sets to fm signal reception.

Style Guide for Fm

Fm manufacturers are optimistic about the medium's outlook as they watch increasing sales. A two-part study covering fm transmitting and receiving

The high-fashion sound of fm is here to stay, equipment manufacturers are confident. Discounting any doubts about fm's basic appeal, they're keeping an eye on the mounting sales curve for sets and the growing number of stations going on the air.

Optimism about fm's future is evident in such recent developments in equipment for the medium as these:

- *Portable fm sets*—two models now on the market, one from Japan and another from Germany; a third import from Japan due this month.
- *Fm car radio*—American-made tuners available to convert existing sets for either am or fm use; imported German model adaptable to many makes of cars; Lincoln and Continental automobiles available with fm sets on request.
- *Exciter units for transmitters*—providing relatively inexpensive and convenient means of permitting a switch to fm/fm stereophonic or multiplex broadcasting when desired.

A sobering note amidst the optimism, however, is this report from Delco Radio Division of General Motors Corp. regarding prospects for fm car radio:

"Apparently only the metropolitan areas offer any possible market for fm sets, and the demand has been so small we have not been able to interest any of our customers—the car manufacturers — in adding them as an additional accessory."

Over the past few years, a Delco spokesman explains, the firm has done "considerable research and development" in the fm field as it relates to automobile radios, and has developed experimental converters for automotive am sets. "If there were sufficient demand, we should be very happy to enter this market,"

he concludes.

Most voices in the industry maintain, however, that current sales of fm equipment in general are evidence enough the medium has a well-styled future ahead of it. Although individual organizations guard their production figures as closely as a Paris designer his new collection, companies do readily admit that manufacture of both receiving and transmitting equipment for fm is booming. At a conservative estimate, more than 300,000 fm sets plus 120,000 fm tuners for use with am sets were sold last year to the listening public. Besides the 53 current applicants seeking fm licenses, prospective buyers for transmitting equipment include stations among the 612 already on the air who are looking for new or updated gear.

Spreading Out

Today, fm is spreading beyond the major metropolitan centers, according to Standard Electronics Division of Radio Engineering Laboratories. "We are now selling equipment to more and more operating stations in areas outside the main population zones," a spokesman notes. "The trend toward universal coverage by fm became apparent several years ago, and is now more evident than ever as the public desire for better music makes itself felt in every market."

Declares Henry M. Fogel, president of Granco Products Inc., "We are confident of further rapid growth in fm broadcasting."

Describing the sales prospects for Granco, which manufactures fm and stereophonic radios and electronic components, Mr. Fogel asserts that the company's concentration on low-cost fm radio receiver equipment "is beginning to show results."

"Cost and other problems that have delayed the development of fm are being removed," he says. "In our opinion, current rapid growth in the field will continue at an accelerated pace over the next several years."

Granco's net sales for the nine-month period ending March 31, 1959, were $2,262,226—an increase of $570,942 over the same period the previous year. Production of the seven-year-old firm is being geared for anticipated sales increases of 33 percent (to a total of $1 million) in the fiscal year starting this month, according to Mr. Fogel.

"Judging from the number of letters our fm section receives each day," comments John R. Price, director of advertising and public relations at Gates Radio Co., which makes station equipment, "we would say there is a great deal of interest in fm."

Stating that company records indicate Gates manufactured more than 70 percent of all new fm transmitters purchased in 1958, Mr. Price explains that fm equipment has been "a nice part of the volume" of the firm's total sales during the past 10 years.

From the standpoint of the listener, fm has blossomed forth in the past several months with a whole new array of sets. The medium is now portable, via models already on sale from Japan and Germany. It is car-borne, via a selection of both domestic and foreign-manufacture equipment presently on the market. Several makes of clock radios, too, can currently rouse the fm household.

This growing assortment of specialized receivers is, of course, in addition to an increasing variety of styles in standard table models and consoles, with prices varying from $60 to $800 and more.

Price Tags

What the well-dressed *station* is wearing this season may carry a price tag of between $10,000 for a modest wardrobe and $50,000 for a high-powered ensemble, according to the general estimate. New equipment offers such features as Standard Electronics' "Add-A-Unit" design (which allows the station to start out with an economical transmitter, the company says, and add an amplifier later to boost power); Gates' multiplex dual sub-channel transmitter; Radio Corporation of America's new fm broadband antenna, available in various gain and power levels, and several exciter units which are reported to enable existing monophonic stations to convert to stereophonic transmission.

Here is a partial list of equipment now available to both stations and the listening public, according to returns from a questionnaire survey of manufacturers by U. S. RADIO:

Station Equipment

The basic element in RCA's fm transmitting equipment, the firm reports, is its 10-watt fm exciter, BTE-10B.

"This unit can be used to convert existing fm transmitters to multiplex operation," says W. J. Groves of the broadcast and television advertising department. "It uses a 'direct fm system' and is capable of transmitting two multiplex channels.

"For multiplex operations, the BTX-1A Subcarrier Generator is used to generate the sub-channel signal, which is fed to the fm exciter."

RCA is also offering a new 5,000-watt fm transmitter, BTF-5B, which the company explains permits the use of low-gain antennas to achieve a high effective radiated power.

"To complete the package," continues Mr. Grove, "we have a new fm broadband antenna available in various gains and power levels. This antenna is ideal for multiplexing because its broadband characteristics assure faithful transmission of the entire signal output. A real economy feature is the method of mounting, which can be done on an existing tower."

Noting that the demand for fm equipment is "increasing proportionally as numerous applications for fm stations filter through the FCC processing line and are granted construction permits," Collins Radio Co. estimates a new fm station can be equipped for anywhere between $10,000 and $50,000.

"Building an fm station," explains Charles H. Smith of the broadcast sales department, "involves a host of variables—the cost of buildings, transmitters, antenna and supporting tower. Most am broadcasters who go to fm find it more economical to side-mount their fm antennas on existing am towers.

"There is monitoring equipment to consider, and audio equipment

including consoles, turntables, tape recorders, remote amplifiers, microphones and so forth. And there are many different configurations of these, depending on the individual broadcaster's legal and power requirements, and the degree of quality he desires. Taking such factors into account, we believe the cost of equipping a station (excluding buildings and grounds) would range from $10,000 as a minimum for a small station, to $50,000 for a more high-powered and elaborate installation."

Simplicity

Collins manufactures the 37M FM Ring Antenna, which the company holds is more widely used than any other. "This antenna is noted for its simplicity of construction," Mr. Smith says. "Its linear characteristics make it ideal for multiplex operations, and it is available with one to twelve bays for side or top mounting."

Besides manufacturing one and two-channel studio consoles, remote amplifiers, microphones and turntables suitable for either am or fm, the firm distributes the new line of fm transmitters produced by Industrial Transmitters & Antennas.

Gates, answering the question of how much it costs to equip an fm station, gives this breakdown:

"A 10-watt educational station can go on the air for approximately $2,500, including the minimum necessary studio equipment.

"A Commercial Class A station with 250-watt radiated power, using the Gates 250-watt transmitter (model FM-250B) and a two-bay antenna, would require an investment of approximately $9,000, not including the antenna tower. The transmitter alone would cost $4,150.

"A Class B station using the Gates FM-5B 5-kilowatt transmitter and 8-bay antenna, providing an effective radiated power of approximately 30,000 watts, would require about $20,000 for the complete setup. The transmitter alone would be $10,950.

"A 10-kilowatt installation would cost in the neighborhood of $28,000."

Gates manufactures studio equipment as well as one and two-bay low-powered fm ring antennas and fm transmitters ranging from 10 watts to 10 kilowatts, with single or dual multiplexing equipment optional. Fm transmitter models besides those already mentioned include BFE-10B 10-watt; BFE-50B 50-watt; FM-1B 1,000-watt; FM-10A 10,000-watt. A multiplex dual sub-channel, model M-5633, and a multiplex single subchannel, model M-5633A, are also made by the company.

Standard Electronics puts the cost of a complete transmitter for a 250-watt fm station at $10-12,000.

"The demand for fm transmitting equipment is increasing as new stations go on the air and as existing stations increase the power and improve the quality of their signals," states a spokesman for the firm. "Fm broadcasting is expanding as a greater number of advertisers and station operators recognize the growing audience for musical and other programs of high quality."

Besides its "Add-A-Unit" design, which allows a station to add to its power as it becomes better established, Standard Electronics features what it terms the "Patchover" system, permitting connection of the driver directly to the antenna with minimum loss of air time in the event of trouble with the amplifier.

A new line of equipment recently introduced by the company includes 250-watt, 1-kilowatt, 3-kilowatt and 10-kilowatt transmitters for fm/fm stereo and other multiplex services as well as simplex operation; 1-kilowatt, 3-kilowatt and 10-kilowatt amplifiers, and "Serrasoid" exciters which are said to improve monaural sound as well as provide multiplex facilities.

Receivers

Portables: Delmonico International of Long Island City, N. Y., is distributing two imported models. The Sony TFM-151, first introduced about four months ago, is a 15-transistor am-fm set made in Japan and listed at $199.95. It is reported to measure 3" by 8¼" by 9" and to weigh 5½ pounds.

Another portable from abroad is the Sudfunk 986-A, a German model which has been available little more than two months. A nine-transistor am-fm set, it is $99.95.

Sales on both models, according to Delmonico, have been so successful that Sony is about to introduce yet another portable, the TFM-121. This 12-transistor set is expected to be on the market this month.

Car radios: Among those available in fm is one manufactured in Germany and marketed by the Robert Bosch Corp. An fm-am-marine pushbutton model, the Blaupunkt "Frankfurt" can be installed in any car, the company says. Installation kits which include the speaker and materials for suppressing noise from the car engine are custom designed for various makes of cars; they cost in addition to the suggested price of $129.50 for the receiver.

(Advantages to fm in the car, as pointed out by a man-and-wife team who road-tested the Blaupunkt, include "astounding" reception. Mr. and Mrs. William Maron of River Edge, N. J.—he is president of Radio Bergen and an electronics engineer—say their set broadcast at a constant level of volume and without interference while they drove under bridges, through short tunnels, among tall buildings, under trees and alongside power lines during a trial run extending from Ocean Grove, N. J., to Canada and through New England.)

Since offering fm for the first time in its 1958 models, Lincoln division of Ford Motor Co. has been providing as optional equipment in Lincolns and Continentals a tuner manufactured by Bendix Radio. This tuner (suggested price: $120) must be coupled to an am unit.

Lincoln discloses that three percent of its automobiles produced in 1958 were equipped by request with the tuner. Figures are unavailable yet on the numbers installed in 1959 models, company spokesmen say.

Another piece of equipment to put fm on wheels is a converter produced by the Gonset Division of the

Young Spring & Wire Corp. of Burbank, Calif. Gonset announces that the converter operates on 12-volt batteries only, that its attachment to an am set requires no internal connections, and that it can be installed on a do-it-yourself basis. List price for the converter, model 3012, is $79.50.

Table models and consoles: Zenith Radio Corp. offers an fm-am clock radio listed at $79.95. Three other receivers recently introduced by Zenith are equipped with what the company calls an automatic frequency control circuit that "greatly simplifies tuning of fm and 'locks in' the station tuned."

RCA has three table-model am-fm sets available. The XF2 is listed at $59.95; the XF3 is $69.95, and the XF4 is $85.

Philco Corp. is currently manufacturing two table am-fm sets. One, the Philco 984, is listed at $59.95; the other, Philco 978, is $89.95.

Olympic Radio & Television produces fm-equipped radio-phono consoles priced from $119.95 to $379.95 and radio-phono television combinations priced from $329.95 to $550. Reports Theodore W. Buchter, assistant to the president, "At present 17 percent of our console and combination units are shipped with fm service. This figure compares with 10 percent a year ago. We believe fm will continue to grow, especially in view of the advent of stereo."

Granco this month is introducing an fm tuner-adapter priced at $19.95 which the company says may be used with any instrument having a speaker-amplifier. Shown for the first time at the annual Music Industry Show in New York last month, the 5" by 3" device "represents an important break-through in high fidelity listening for the mass market," Granco's president declares.

In addition, the company is showing a line of am-fm clock radios, am-fm radio "matched twins" priced at $59.95 for both units, and a new series of console models reportedly built to receive both am-fm stereo and multiplex fm stereo. Granco recently entered into a licensing agreement with Crosby Laboratories Inc., developers of a compatible fm multiplexing system. • • •

EQUIPMENT TRENDS

For the Station

Average estimated cost of setting up fm stations of various power strengths, as reported to U. S. Radio by manufacturers in the sampling (these figures exclude price of buildings and grounds):

Type of Station	Approximate Cost of Equipment
10-watt (educational)	$2,500, with minimum studio equipment
250-watt Class A	9,000-12,000
5-kilowatt Class B	20,000
10-kilowatt	28,000
Higher power, more elaborate studio	to 50,000

For the Listener

A sampling of fm receivers and tuners available to the consumer, as reported by manufacturers in the sampling:

Portables

Manufacturer	Model	Suggested List Price
Sony (Japan)	TFM-151	$199.95
Sudfunk (Germany)	986-A	99.95

Car Radios

Robert Bosch Corp. (Germany)	Blaupunkt "Frankfurt"	129.50 (plus installation kit)
Gonset Div., Young Spring & Wire	3012 Converter	79.95
Bendix Radio	Tuner (available in Lincoln and Continental cars on request)	120.00

Table Models and Consoles

Zenith	Fm-am clock radio	79.95
	" Super Interlude	129.95
	" " Symphonaire	114.95
	" " Serenade	84.95
	" " Sapphire	74.95
	" " Caroline	59.95
	29 variations on 12 models of record players with fm-am radio	from 340.00 to 800.00
Philco	am-fm 984	59.95
	" 978	89.95
Olympic Radio & Television	11 Radio-phono consoles with fm	from 119.95 to 379.95
	20 Radio-phono television combinations with fm	from 329.95 to 550.00
Granco	Tuner-adapter	19.95
	Consoles	from 195.00 to 795.00
	Stereo Radio Twins	59.95 (2 units)
RCA	am-fm XF2	59.95
	am-fm XF3	69.95
	am-fm XF4	85.00

Flying High on Radio

Among Major Airline Users:



Spending about 12 percent of its ad budget on daytime spots—35 stations in eight markets, for a total of 670 spots per week — and nighttime programming — solely over Music 'Til Dawn.

Eastern now spending about $700,000 a year on radio compared to $400,000 in 1951. Advertises in 25 markets on 55 stations throughout the year, using both minutes and 10-second ID's.

Spending about $700,000 a year on radio, with probably another $200,000 this year to promote its jet travel. Devotes almost 20 percent of its ad budget to radio.

In an age of speed and travel, airlines face booming business. Here's a report on how and why some of the major firms have steadily widened their radio use

In the past eight years, the domestic air carriers in the United States have increased their total advertising and publicity expenditures by more than two and a half times. During that same period, the airlines have turned with unprecedented frequency to the airwaves for help in getting more customers off the ground. And the radio boom continues to pick up speed as the commercial jet age prepares to blast off.

Among major airlines who are consistent radio users are:

American Airlines — spending about 12 percent of its ad budget on daytime spots and nighttime programming.

Trans World Airlines—spending about $700,000 a year on radio, with the possibility that another $200,000 will be added this year to promote jet travel.

Eastern Airlines—spending about $700,000 a year on radio compared with $400,000 in 1951.

Natural Beneficiary

In an age that is being characterized by speed and travel, the air industry has been the natural beneficiary. Although mounting operating expenses have limited the profit margin, U. S. airlines are experiencing record passenger traffic and gross revenues.

In 1958, the number of passengers carried was 49,075,000 compared with 1949 traffic of 16,723,000. In 1958, U. S. airlines took in $2,237,469,000 in operating revenues, according to the Air Transport Association, Washington, D. C., while spending $2,131,542,000 for operating expenses. This yielded a net profit of $52,914,000.

Faced with steep operating expenses, the air lines have found that one of radio's big advantages is its economy and efficiency.

According to the ATA, all U. S. domestic airlines combined spent only $16,153,000 for advertising and publicity in 1951, compared with a record $41,160,000 last year. This upward swing is reflected in the sales figures of radio stations across the country and on the smiling faces of such executives as Milton F. (Chick) Allison, CBS Radio vice president in charge of spot sales.

"As of this date," says Mr. Allison, "better than one-tenth of our total billings are from airlines, making this category one of our major sources of income. This is especially significant when you realize that only a few years ago airlines represented a very small percentage of CBS Radio Spot Sales billings.

"So small, in fact, that airlines were grouped in our miscellaneous category for accounting purposes."

The contrast becomes still more pointed when CBS Spot Sales reveals that so far this year it has carried on its books business from no fewer than 18 airlines.

Radio Tailor-Made

Airlines have found radio's flexibility and selectivity tailor-made for selling both special services, such as individual flights, and the airline as a whole. They are using radio in a variety of ways to reach many different audiences at all times of the day and night.

In fact, according to John Brady,

Air Industry Growth

	Then	*Now*
Advertising & Publicity Expenditures:	**$16,153,000 (1951)**	**$41,160,000 (1958)**
Number of Passengers Carried:	**16,723,000 (1949)**	**49,075,000 (1958)**

Source: Air Transport Association

advertising manager for American Airlines, "One of the biggest advantages for the industry in using radio is that each airline can custom tailor its advertising to reach the markets it flies to and the people it believes are its best prospects . . . and at a reasonable cost for sufficient repetition."

American itself — the leading domestic airline in 1957 in revenue passenger miles, revenue ton miles and number of aircraft—has been using radio in increasing amounts for the past few years. Traditionally in print, American now funnels 12 percent of its advertising budget into radio, according to Mr. Brady. The airline, whose new agency is Young & Rubicam Inc., is not in tv at present.

About 60 percent of its radio budget goes for institutional-type selling and 40 percent for special service messages, according to Mr. Brady. The pioneering airline has won considerable fame as a groundbreaker in the sound medium through its six-year sponsorship of *Music 'Til Dawn*—originated when it was almost unheard of for a single advertiser to sponsor an all-night show in several markets.

Daytime Spot User

American is also a regular daytime spot advertiser, and is presently scheduled on 35 stations in eight markets for a total of 670 spots per week. American has been in daytime spot for 12 years and concentrates heavily on selling specific flights during these times. Its institutional selling is done on *Music 'Til Dawn*.

Another prominent radio user is Eastern Airlines, which carried more passengers than any other domestic airline in 1957, according to ATA. In spot radio for more than 15 years, Eastern has been steadily increasing its budget until it now stands at $700,000 per year, according to Jim Kelly, timebuyer for Fletcher, Richards, Calkins & Holden, New York.

The airline advertises in 25 markets on a 52-week basis and utilizes 55 stations. Several years ago, in 1951, the company was spending considerably less in radio, about $400,000, Mr. Kelly states.

Eastern uses both minutes and 10-second ID's which run at the rate of 40 per week in 15 of 25 markets.

Trans World Airlines, another major radio user, spent between $650,000 and $700,000 on the sound medium last year, according to Dick Rominelli, account executive at Foote, Cone & Belding, New York. Due to its introduction of jet service, however, TWA will add approximately $200,000 to that figure in this year's radio expenditures.

With between 15 and 20 percent of its ad budget in the sound medium, says Mr. Rominelli, the airline advertises in seven markets, ranging between 20 and 130 spots per week per city. Before the year is out, the firm expects to add two markets to its present schedule.

In 1957, TWA ranked fourth in number of passengers flown, in revenue passenger miles and in number of aircraft.

Further illustration of the scope of the industry's enthusiasm for radio can be shown by a thumb-nail review of the remaining airlines appearing on CBS Radio Spot Sales' roster. In addition to contracts from all the carriers mentioned above, this single representative does business with:

Aeronaves de Mexico, S. A.—announcements in one market.

Braniff International Airways—flight announcements in one market.

British Overseas Airways Corp.—programs and announcements in two markets.

Capital Airlines — programs and announcements in three markets, long term.

Continental Airlines Inc.—participations in one market.

Cubana de Aviacion—announcements in one market.

Delta Air Lines—programs, participations and announcements in three markets, long term.

Eagle Airways Ltd. (Bermuda)—announcements in two markets.

North Central Airlines — announcements in two markets.

Northeast Airlines Inc. — announcements in three markets.

Northwest Orient Airlines—programs, participations and announcements in nine markets.

Pan American World Airways—nighttime feature newscasts in one market.

Sabena Belgian World Airways—announcements in one market.

Scandinavian Airlines Inc.—programs in one market.

United Airlines — programs and announcements in four markets.

While these airlines vary in their approach to the problem of selling more tickets to more people, they all have the same two hurdles to jump in the process: To attract large numbers of businessmen and to persuade non-flyers to take the big step.

According to American's Mr. Brady, "Two-thirds of the people in this country have never flown." And of those that do, more than 50 percent are businessmen, declares the Air Transport Association.

Converting Non-flyers

To convert the non-flyers, the airlines reach out to the housewife and the commuter during the daylight hours. To sell the flying businessman, there seems to be an increasing trend toward nighttime announcements and participations in good music programs on both am and fm stations.

According to a survey made for CBS Radio Spot Sales last year by The Pulse Inc., 32.2 percent of the listeners to *Music 'Til Dawn* in five markets were "management, company executives." Listenership also included 24.6 percent who were "craftsmen, operatives and clerical," while 19.7 percent were housewives. The remainder were students, laborers and retired persons.

"We are convinced," says American's Mr. Brady, "that the type of person we wish to reach listens to *Music 'Til Dawn* because he appreciates low pressure commercials and enjoys semi-classical and classical music."

In addition, nighttime radio offers the advantage of greater geographic coverage per station and lesser competition from competing commercials, Mr. Brady points out.

American's faith in nighttime radio is paying off in customers, declares CBS' Chick Allison, who points out that "research definitely establishes the fact that regular listeners to the program prefer American Airlines and use its facilities in significanly larger proportions than do non-listeners."

Pulse Survey

This research is in the form of a Pulse survey taken last March in New York, Los Angeles and Chicago. The families interviewed were classified as regular listeners, other listeners and non-listeners on the basic of whether they had heard *Music Til Dawn* during the survey week, prior to it, or not at all.

The results indicate that 25.1 percent of the regular listeners prefer American compared with 19.3 percent of the other listeners and 13.7 percent of the non-listeners.

Moreover, according to the survey, the regular listeners not only prefer American, but also are more prone to travel whether by air or by other means. Of the regular listeners, 62.7 percent had taken a trip within the past year contrasted with 58.5 percent of the other listeners and 52 percent of the non-listeners.

Of those that traveled by air, 31.8 percent of the regular group chose American on their most recent trip, while 25.7 percent of the other listeners flew American, compared with 19.7 percent of the non-listeners.

Credit for *Music 'Til Dawn* goes to C. R. Smith, president of American Airlines, who, according to Mr. Brady, originated the idea in the belief that "the air traveling public is an intelligent public that responds to intelligent programming."

Music 'Til Dawn has recently renewed its contract with six CBS Radio stations for another year and is now heard over a total of nine outlets: WCBS New York; WEEI Boston; WWJ Detroit; WLW Cincinnati; KRLD Dallas; WBBM Chicago; WTOP Washington, D. C.; KNX Los Angeles, and KCBS San Francisco.

Other airlines have also been racking up success stories with nighttime radio as witnessed by Don Mozley, KCBS personality, who sold 30 seats and elicited 700 inquiries for Pan American tickets in just eight broadcasts. Mr. Mozley, who is heard Monday through Friday evenings, received this response when he announced he would lead a European tour costing $1,254 plus tax. Encouraged by this initial enthusiasm, Pan Am decided to risk a second section. Two days after the first announcement, 16 more paid-up reservations were on the books, according to KCBS.

Future Jet Age

Radio, which has served the air industry faithfully in the past, is expected to continue to grow with it in the future with the advent of jet air travel. The ATA estimates that U. S. air carriers will spend $3 billion to launch the jet age in the next few years.

Such airlines as TWA, American and Eastern report that they are already using or plan to use radio in the near future to introduce their own jet services to the public.

Who can say how much longer it will be before the airlines will be proudly introducing the commercial space age? And when *that* time comes, can anyone challenge radio's right to the selling job . . . with Orson Welles doing the commercials? • • •



Milton F. (Chick) Allison, CBS Radio Vice President in Charge of Spot Sales:

"As of this date, better than one-tenth of our total billings are from airlines, making this category one of our major sources of income. This is especially significant when you realize that only a few years ago airlines represented a very small percentage of CBS Radio Spot Sales billings. So small, in fact, that airlines were grouped in our miscellaneous category for accounting purposes."

DRO Gives Insects the Air



Once cautious of radio, this insecticide firm now relies upon it for 75 percent of its advertising, and will spend close to $100,000 on radio in 1959

While insects "have no future, just a past" against products made by Dro Inc., radio advertising has given this company a prosperous past and present and an even brighter future.

Dro makes approximately 100 products in the insecticide field which are distributed between Washington, D.C., and Boston. It now relies upon radio for about 75 percent of its advertising each year, with steady increases in net sales closely paralleling a growing advertising expenditure. (The remaining portion is divided between newspapers and tv.)

In 1956, for example, Dro's net sales were $320,000 and its total advertising budget was $23,000, of which $5,100 was spent on radio. This year, net sales are presently 30 percent ahead of 1958's $750,000 and the total advertising budget will run close to $130,000, with $100,000—76.9 percent—being spent on radio. An additional $20,000 is spent each year for point-of-purchase displays.

"I would attribute a primary element to the growth of Dro's net sales to our great success with radio," states Kenneth Rader, president of Kenneth Rader Co., advertising agents for Dro.

In 1958, Dro ran 48 weeks on radio from mid-January to December, and this year will run from May until December. Harry Shapiro, president of Dro Inc., states that "in 1960, we will be on radio for the entire year with an even larger advertising expenditure."

Mr. Rader points out that whenever new products are introduced, radio is either the prime or sole advertising medium. "An example of this," he says, "is one of our newer products — #49 — which was introduced in January 1958. Using radio as the only source of advertising, #49 became the largest selling roach

DRO PICKS RADIO



Year	Net Sales	Total Advertising (without point-of-purchase displays)	RADIO
1951	$200,000	$ 4,000	..
1956	$320,000	$ 23,000	$ 5,100
1957	$560,000	$ 30,000	$ 16,000
1958	$750,000	$ 92,000	$ 63,500
1959	30 percent ahead of last year to date.	$130,000	$100,000

killer in the New York metropolitan area by November of that year."

Among the products sold by Dro (which means "drives roaches out") are: Dro for ants, Dro for roaches, Dro Safect for mosquitoes, flies and gnats, Dro-Air to kill bad odors, Dromoth for mothproofing, Dro Wings'M for flying insects, Dro House and Garden Bomb, #49 for resistant roaches, and Vam-O for mice and rats.

Began 12 Years Ago

Dro Inc. is an affiliate of Chemical Specialties Inc., New York, a firm established 25 years ago to sell private brand merchandise to drug stores and chain outfits, which in turn sold under their firm names. Dro had its beginnings 12 years ago as a local product made by Chemical Specialties for retailers. According to Mr. Shapiro, the affiliation was formulated when the parent company saw a definite market for insecticides.

"Low income groups are the biggest buyers of insecticides," declares Mr. Rader. "We found that about 26 percent of the population in metropolitan New York is either Negro or Spanish speaking. Often, many of these groups have been forced to live in old, broken-down tenements that were infested with bedbugs and roaches. Because of this, most of the early advertising was aimed at these specific groups."

At the beginning, Mr. Shapiro confesses, he didn't see radio as holding the advertising key to Dro's progress. "Mr. Rader kept telling me that radio was the best means of informing the people of our products and the best means of getting sales results, but I wasn't completely convinced," he admits.

However, Mr. Shapiro finally consented to using radio in a test area. "I found that with the Dro radio spots, people began to recognize the sound of the product's commercial and began to listen for it.

"Radio can come into the consciousness of a person who may be in the process of doing something else. The person may not even realize that he or she is actually listening to the commercial, but the message is getting through," Mr. Shapiro observes.

Initially, most of Dro's radio advertising was done on stations which programmed for the Spanish and Negro market. "Radio meets the need of these people," says Mr. Rader, "because many foreign language groups don't read newspapers or don't understand television programs."

Dro soon found that general audience stations also produced sales results and proceeded to purchase a considerable amount of spot announcements. Today, the radio



"All of our new products are—and will be—advertised first on radio. What else can I say about radio? I'm sold on it."

budget is divided among the Negro-Spanish stations and the general appeal stations. According to Mr. Shapiro, "The Negro-Spanish stations get a little more than half of the budget, but we use a great many more spots on them than on the others because of the lower costs of the Negro-Spanish stations."

"In the metropolitan areas, we spend more money on radio and are on the air more times and for more months of the year than anyone else in the field," states Mr. Rader. On radio, Dro is able to advertise in proportion to the seasonal weather throughout its market area. Radio stations in Pennsylvania, New York, Maryland, Massachusetts, New Jersey and the District of Columbia all carry commercials for Dro products. "Because of radio's flexibility and immediacy, we can gauge our campaign for the warm weather, or for a long hot spell," points out Judith Ebner, radio timebuyer for Rader.

Products vary from month to month since some are seasonal and others are used all year around. For example, in May, Dromoth for mothproofing is emphasized in commercials. In July, which is the peak month of the year for Dro, products that kill ants are strongly promoted.

Merchandising Aid

Radio stations provide valuable merchandising assistance to Dro. Station representatives travel to various stores promoting the products, and, in addition, the stations have prepared posters, post cards and letters showing their merchandising support of the Dro products, which are sent to retailers.

Dro commercial content varies depending upon the market, the station and the product. The commercials are always kept simple, easy to understand and humorless. The last named is an important matter with both Dro and its advertising agency. Mr. Rader remarks that "Roaches, ants and bedbugs present a serious problem, not one to be injected with humorous lines. People want a remedy, just as if they had a bad cold."

This is an excerpt from a typical Dro commercial:

> Bugs go when you use Dro—Now you can eliminate household and garden pests with one quick spray from the House and Garden Bomb. When you use Dro, insects have no future, just a past. And here's amazing news —This new Dro insect spray has three extra advantages. 1. Dro House and Garden spray has no heavy, chemical odor... it smells clean and fresh. 2. It's non-poisonous, won't irritate eyes, can't harm pets when used as directed. 3. You can use in nursery and on delicate flowers with complete safety...
> Now you can wipe out crawling, creeping, buzzing or flying insects with one quick spray from the Dro House and Garden Bomb...

Aimed at the housewife, Dro commercials cover the full daytime radio schedule up until early evening. This is explained by Mr. Shapiro as an effort to reach the many working housewives.



Kenneth Rader, President, Kenneth Rader Co.



Judith Ebner, Radio Timebuyer, Kenneth Rader Co.

"The person may not even realize that he or she is actually istening to the commercial, but we have found the message s getting through."

The commercials are often a mul-iple-product type, advertising more han one product. "We do this on ome of our new products, but once hey become established, we devote ntire commercial time to promot-ng them individually," explains Ir. Shapiro.

One-minute commercials make up 5 percent of Dro's radio buys; the emaining 25 percent are 30-second pots. For the most part, Dro does ot pick its specific time periods, nd except for participations on the Dr. Carlton Fredericks show on VOR New York (where the above ommercial is heard), it does not ponsor programs.

Musical Addition

Recently, Dro has added a musi-al jingle to its radio campaign. The ingle, sung to the familiar tune of *La Cucaracha,* an old-time Spanish avorite, which coincidentally means the roach," is being aired only on he Negro-Spanish stations at the resent time. According to Mr. Ra-er, it will be expanded to all sta-ions if it proves successful. This is he English translation:

Dro, Dro, Dro
Nothing better to wipe
out mosquitoes,
roaches, bugs
Lasts for months
and months
The real killer of
roaches, mosquitoes,
bugs
Leaves no odor
Lasts for months and
months
Roaches and bugs and
everything goes
When you use Dro
Nothing more effective
than
Dro, Dro, Dro

As a typical example of a Dro radio campaign, the company ran 140 spots a week among eight stations in New York in February this year. This month—a warm-weather month—Dro is running 300 spots a week. And should the weather get warmer, it will run more.

Dro expects to expand advertising penetration in its present market coverage area, with heavy and primary use of radio. Mr. Shapiro states that "more products will be brought out with a concentration in the already established markets.

"All of our new products are—and will be—advertised first on radio," he continues. "Following the initial radio promotion, our salesmen make their rounds. The demand for our product has been created. People have been asking for the product, and the retailer has also heard of it. Then we begin our distribution and a follow-up radio campaign. What else can I say about radio—I'm sold on it."

Industry Problems

While radio has presented no problems for Dro, the mode and matter of the insecticide industry itself has created certain difficulties.

The first major problem Dro encountered was selling its products at a higher price than other brands. When Dro entered the field, insecticides sold for about 39 cents. Dro products, in aerosol cans or bottles, ranged in price from 69 cents to $2.89. Originally, they were sold only in drug stores, but two years ago, according to Mr. Shapiro, an increase in the number of competitors resulted in increased drug store selling of these other products also, and Dro was forced to expand to 10-cent stores and hardware stores and go in for heavier advertising.

Another problem, report both Mr. Shapiro and Mr. Rader, is the competition from several different products each year. "We never know from one year to the next who will be coming out with a new insecticide or who will begin a brand new campaign on an old and almost forgotten product." Presently, Dro's chief competitors in its distribution area are Raid, Bridgeport Insecticides, Flit, Black Flag and Kan-Kill.

High Shipping Costs

One of the big problems faced by Dro is the cost of shipping the products, since the cans and bottles are heavy items. Because of this, the only way the company can expand its market area would be to open a new plant.

This, however, is not likely for a while. Mr. Shapiro remarks that "we have a big enough job trying to better our products and giving the public the products they want."

In its market area, Mr. Rader says, Dro has the largest variety in the insecticide field, "and these products today are the largest selling insecticides in drug, 10-cent and hardware stores."

"The aims of Dro," concludes Mr. Shapiro, "are to merchandise properly, give a superlative product, give the retailer a substantial profit, and make enough of a profit ourselves so that we can spend more money on improving and advertising our products."

With the rise of Dro's net sales due to a great extent to radio, the future of the Dro-radio insect-fighting team is assured. Emphasizing Dro's feeling toward radio, Mr. Rader declares, "We're backing a winning horse, why should we change?"

• • •

WHAT 'SUBSCRIBERS' EXPECT FROM...

Radio World Wide

A group of major market stations, who once found the "road of life" as network affiliates synonymous with "life can be beautiful," are scrapping their decades-old ties with New York's programming octopi.

Instead, they are branching out on a revolutionary departure in air media history to be known as Radio World Wide, a programming service on a station-subscriber basis that is styled after the Associated Press.

Of course, programs like *Road of Life* and other soap operas have faded from the airwaves as the networks have re-defined their schedules to stress news, commentary, talk and variety. But, significantly, the backers of RWW are taking this step not so much out of considerations over programming differences as with concern over economic issues.

The underlying premise of RWW is to divorce programming from sales. Sometime before the end of the year, the organization hopes to be on the air with a daily programming service maintaining Class A AT&T lines 12 hours a day.

Initially, it will offer its stations 15 or 20 hours of fare a week. The aim is to expand this by ultimately offering 40 or 45 hours of programming a week.

Building on an idea that has long been rumored for adoption by at least two of the existing four radio networks, RWW station subscribers will be in a position similar to newspaper members of AP, for example.

In the words of a major radio representative company whose stations are very active in the formation of RWW, "The stations will have complete control of product. They can use, edit or delete any of the program material they choose. What's more, they will have complete control of pricing and selling their time."

RWW will start with 25 member stations in major markets. Maximum membership will include 100 stations with which it expects to cover the country.

With about 20 stations already in the fold, this newest radio organization is finding the newest medium —tv—casting its shadow. Some stations who have am-tv operations are reportedly "apprehensive about possible repercussions over their tv affiliations," according to an RWW spokesman. He says, "When we finally get started, and our organization is fully established, expansion in markets and stations will be a lot easier."

RWW will set up bureaus in New York and Washington. Programming material at first will emphasize on-the-spot coverage of international, national, regional and local news, and public affairs.

Programs featuring documentaries, variety and entertainment will be incorporated. As with the AP, each station can be an originator of news and other programs.

RWW is being incorporated in Delaware. Officers are: Herbert L. Krueger, WTAG Worcester, Mass., chairman of the board; Paul W. Morency, WTIC Hartford, Conn., and John F. Patt, WJR Detroit, vice chairmen, and Irvin Gross, WHAM Rochester, N.Y., treasurer.

Charles R. Cutler of Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington counsel, is president and secretary pending selection of a fulltime chief executive.

The executive committee, which will interview applicants and handle much of the organization's spade work, are: Henry B. Clay, KWKH Shreveport, La.;Victor A. Sholis, WHAS Louisville, Ky.; E. R. Vadeboncoeur, WSYR Syracuse, N.Y., in addition to Messrs. Krueger, Morency, Patt and Gross.

The member stations of RWW will pay a multiple of the highest one-minute announcement rate figured weekly.

Those who are supporting this move believe it is the logical fulfillment of radio's present and future role — a locally-oriented medium similar in function to the newspaper.

Representative firms of RWW stations believe they will prosper by concentrating on the sales function in offering an effective product to agencies and clients. • • •

Plan for the Future

	To Start	Ultimate Goal
Weekly Hours Of Programming	15 to 20	40 to 45
Number of Stations	25	100

question and answers

THE QUESTION:

In what way, or ways, do you feel radio will be a good buy for your clients this fall?

PHILIP C. KENNEY, VICE PRESIDENT, ASSOCIATE MEDIA DIRECTOR, KENYON & ECKHARDT INC., NEW YORK:

At K&E, we hold both network and spot radio in high regard and we use the medium for many of our clients for a lot of reasons:

Timeliness; effectiveness in retail selling; year-round continuity; seasonal emphasis; personality selling, and radio's ability to fill specific marketing situations.

For sheer saturation, you'll find our fall 1958 and spring 1959 "Spotculars" for Pepsi-Cola two of the biggest radio spot buys ever made. We used all five networks and really covered the country. On the local level, Pepsi-Cola bottlers use radio consistently and will continue to do so. This adds a volume of advertising impressions which can be weighted, market by market, to back up local sales problems.



"Radio usually finds its place within the total marketing plan."

Local radio is a vital part of a lot of our campaigns. RCA distributors use it a great deal and thus can talk about specific products, prices, special feature sales, against a backdrop of national advertising. RCA will continue its network broadcasting, having found weekend network radio most valuable in reaching the entire family.

Chase Manhattan Bank has found local radio on selected stations very important as has Capital Airlines. Airline advertising has its special peculiarities. (See *Flying High on Radio*, p. 36.) Not only must we sell Capital's superior facilities, but we must also do a "retail" job, city by city, giving information on available flights and times.

Quaker State will continue with network radio. This company emphasizes weekend sports and radio is especially suited to the use of sports personalities telling the Quaker State story.

Mercury automobiles use both network and local spot and the local dealers of both Mercury and Edsel do a great deal of advertising via radio as do Blatz beer distributors.

These cases I've mentioned use radio for specific purposes and certainly point up the medium's great flexibility. When analyzed and evaluated with other available media, radio usually finds its place within the total marketing plan.

ISABEL ZIEGLER, MEDIA SUPERVISOR, N. W. AYER & SON INC., PHILADELPHIA:

Radio has always had certain characteristics that have been advantageous for the advertiser; such as the singular persuasiveness of the human voice, or an entertaining program at practically any hour of the day. Lately, because of pressure from other media, radio has reshamped itself somewhat.

As a result, it is even more advantageous for the advertiser than ever before. It is offering better merchandising presentations that are designed to solve the advertiser's problems. It is also providing provocative sales packages. And we're sure you'll find that rate cards have become more pertinent to the advertiser's needs.

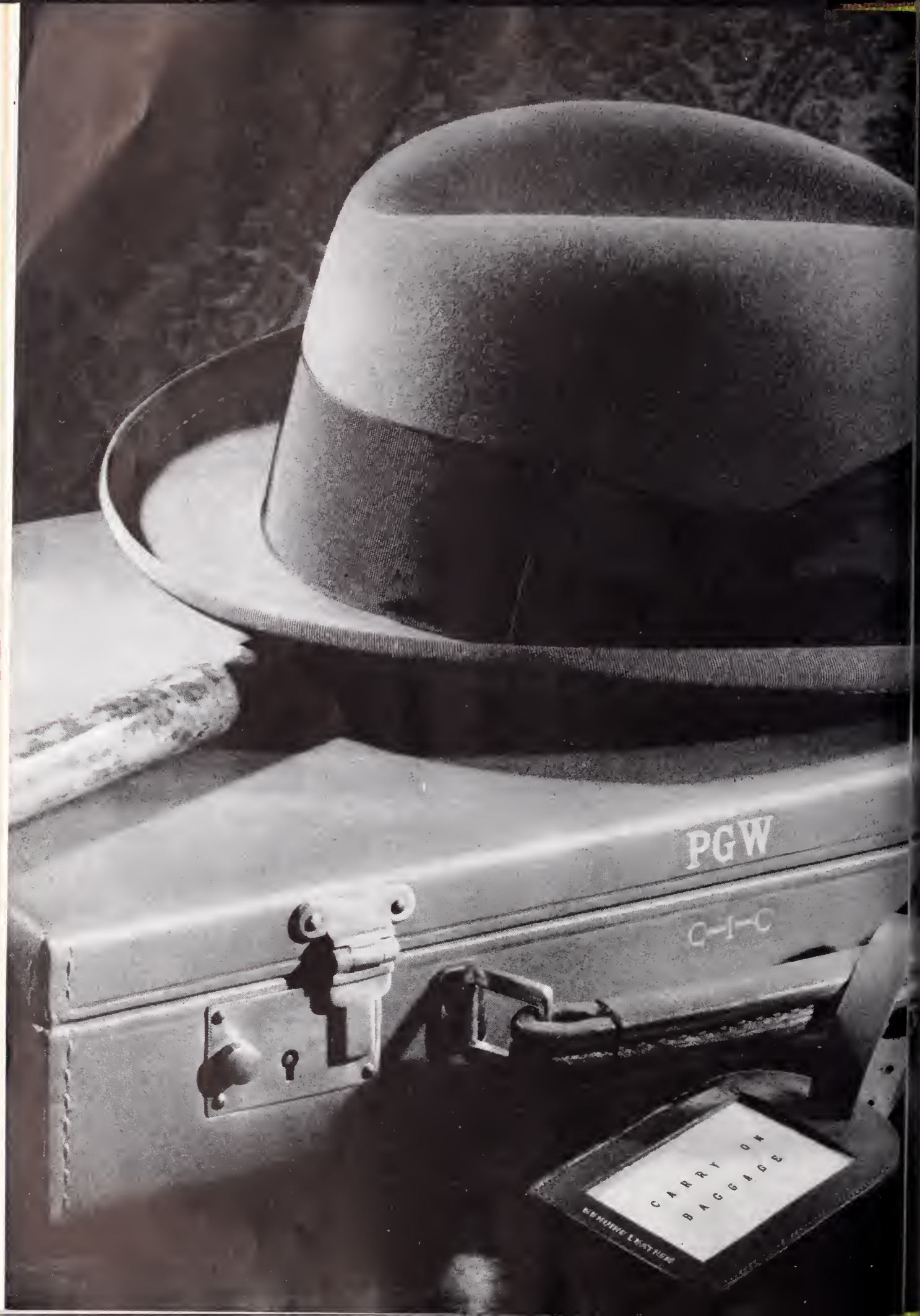


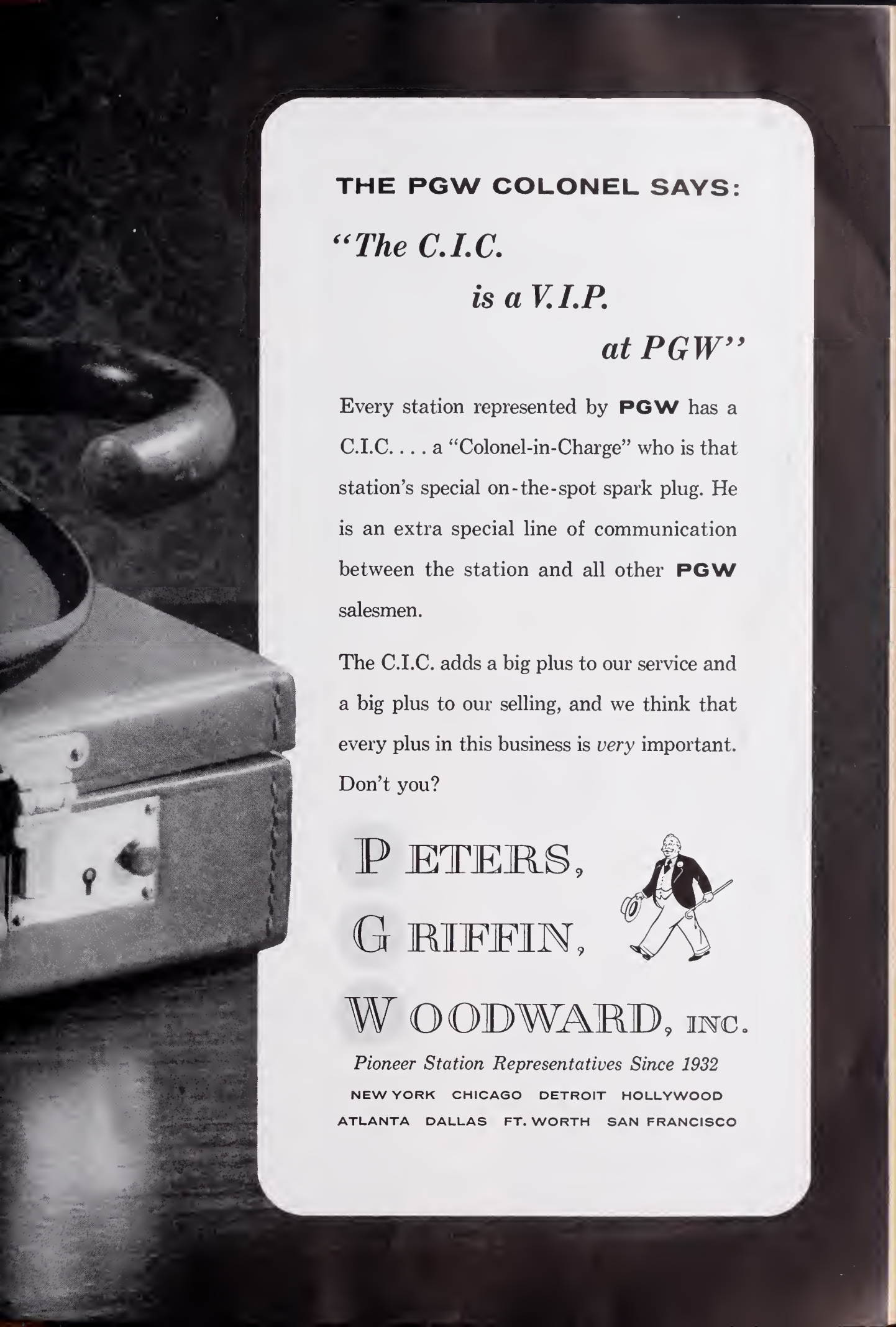
"More and more, advertisers are realizing the 24-hour value of the radio message."

To be truly effective, radio must be employed on a high-frequency distribution basis. These high-frequency packages are now offered by stations at an efficient cost. Of course, this enables the advertiser to use radio more economically.

More and more, advertisers are realizing the 24-hour value of the radio message, rather than confining it to the morning and evening peak hours. And stations are selling themselves on this basis, too.

The medium has always been relatively flexible. And it has certainly been timely and low in cost. Its ability to reach every socio-economic group at any hour has been vitally important to the advertiser. When the latest improvements, which we have mentioned, are added to the enduring qualities, radio seems to be a better buy than ever before." • • •


PGW
C-I-C
CARRY ON
BAGGAGE
GENUINE LEATHER



THE PGW COLONEL SAYS:

"The C.I.C.
is a V.I.P.
at PGW"

Every station represented by **PGW** has a C.I.C. . . . a "Colonel-in-Charge" who is that station's special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



SEPTEMBER SONG festival to be heard over the CBS Radio network is discussed by its star, Maurice Chevalier (center), Albert B. Richardson (left), advertising vice president, Chesebrough-Pond's Inc., and Arthur Hull Hayes, CBS Radio prexy.



REBEL WITH A CAUSE is four-year-old Bi Autry, the Wee ReBeL spokesman for WRE Columbus, Ga. Listening to youngster's sal pitch is Ted Keller, timebuyer at McCan Erickson Inc., New York, who seems impresse



AN ON-AIR project of KNEW Spokane, Wash., is used to salute shopping center as *Grocer of the Week* program is broadcast from the KNEW mobile unit while suspended from the crane. Two-hour show also featured announcements on the day's specials and free rides for all children.



UMBRELLA COVERAGE of WMAZ Macon, Ga., with new power 50,000 watts, is depicted by: (left to right) Phil Morrow and Don DeCarlo, of Needham, Louis & Brorby, Chicago; Roger O'Sullivan of Avery-Knodel, Chicago, and "Smokey" Simmons, WMAZ national sales manager. Executives "pour" over new area map.



AT A KICK-OFF PARTY commemorating the representation of the Westinghouse Broadcasting Co. radio stations by AM Radio Sales, effective the beginning of this month, are: Bill Losee (left), general manager, AM Radio Sales, Alfred Waack (center), advertising director, Household Finance Corp., and Perry Bascom, Westinghouse radio sales manager.



PLAYING IT COOL for the opening of WFBM Indianapolis summer "Play It Cool" campaign are station and account executives: (left to right) J. Fritzlen, D. Long, R. Kiley, H. Goodwin, G. Vaughn, J. Croft, T. Carroll, H. Kibbey, K. Strange, D. Menke, B. Berry and J. Hurlbut, kicking up their heels for radio.



LISTENER GIFT for KBON Omaha disc jockey, Jim Price (center), who returned to the city after a year and a half's absence, is a telegram 22½ feet long from 652 fans. Looking on are Joe Holcomb (left), KBON program director, and a Western Union messenger.



SHY SMILE is cast by Le Ann Lockner, who had been Denver Easter Seal Child, for Kay Howe, KHOW Denver women's director, and Mrs. Ivy Baker Priest (right), U. S. Treasurer, who interviewed Le Ann on her visit to the city. The girl smiled when asked to say "money."

CONVERTIBLE IN WINDOW is one of 10 red M. G. convertibles being given away by the Brylcreem Corp. in a special campaign. Lou Sherman, CFPL London, Canada, disc jockey, is seen with Brylcreem representatives after driving the car into the show window of Simpson's, London, as part of the overall promotion for the sponsor.





Looking for terrific time sales in your town? Bill Whitworth, Commercial Manager of KTBB, Tyler, Texas, writes about how the RCA Thesaurus Commercial Library Service helps him sell local merchants:

"Three Thesaurus 'Sell-Tunes' grossed over $2,300 from three accounts who, combined, spent less than $200 in radio previously."

Beat competition! Get Thesaurus exclusively in your city. Write for complete details today.

RCA THESAURUS

155 East 24th St. • New York 10, N.Y.

CHICAGO, NASHVILLE, ATLANTA, DALLAS, HOLLYWOOD

FM KEY: CONT'D FROM P. 31

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
FLORIDA			
WVCG-FM Coral Gables	WVCG	Duplicates (daytime) Separate (at night)	Classical, Semi-classical & Concert music
WNDB-FM Daytona Beach	WNDB	Duplicates	(Not Reported)
WJAX-FM Jacksonville	WJAX	Duplicates	(Not Reported)
WMBR-FM Jacksonville	WMBR	Duplicates (5:30 to 8:30 a.m.; 9 p.m. to midnight) Separate (8:30 a.m. to 9 p.m.)	Programatic tape music library-instrumental
WWPB Miami	None	(No Am)	Fine music
WDBO-FM Orlando	WDBO	Duplicates	(Not Reported)
WTCX St. Petersburg	None	(No Am)	Classical & Opera music
GEORGIA			
WGAN-FM Athens	WGAN	Duplicates	(Not Reported)
WSB-FM Atlanta	WSB	Partial duplication	Good music programs; Special events
WAUG-FM Augusta	WAUG	Duplicates (sign-on to 1 p.m.) Separate (6 to 11 p.m.)	Good music; News
WRBL-FM Columbus	WRBL	Duplicates	Music; News
WLAG-FM La Grange	WLAG	Duplicates, except for sports	National baseball, local football
WTOC-FM Savannah	WTOC	Duplicates	(Not Reported)
ILLINOIS			
WDWS-FM Champaign	WDWS	Duplicates	Two hi-fi programs a week
WBBM-FM Chicago	WBBM	Separate	Standard, Classical & Folk music
WCLM Chicago	None	(No Am)	Jazz
WDHF Chicago	None	(No Am)	Variety programs
WFMF Chicago	None	(No Am)	Popular, Light Classical & Show music
WFMT Chicago	None	(No Am)	Fine Arts-Serious Music; Poetry; Discussion; Drama
WSOY-FM Decatur	WSOY	Separate (six hours daily)	Good music
WEAW-FM Evanston	WEAW	Mostly separate	(Not Reported)
WLBH-FM Mattoon	WLBH	Fm—only at night	Music; News; Sports
WOPA-FM Oak Park	WOPA	Duplicates (90%) Separate (10%)	Jazz & Polka music
WPRS-FM Paris	WPRS	Duplicates	Good music; Sports
WTAX-FM Springfield	WTAX	Mostly Duplicates	Special fm features—Cleveland orchestra on Sundays
INDIANA			
WIKY-FM Evansville	WIKY	Duplicates (daytime) Separate (evening)	Good music; News
WFMS Indianapolis	None	(No Am)	Good music; News
WITZ-FM Jasper	WITZ	Partial duplication	Sports; Music
IOWA			
WOC-FM Davenport	WOC	Duplicates	(Not Reported)
KGLO-FM Mason City	KGLO	Duplicates	(Not Reported)
KANSAS			
KFH-FM Wichita	KFH	Duplicates	(Not Reported)
KENTUCKY			
WSON-FM Henderson	WSON	Partial Duplication	Special Events—Ball games; Church activities
WHOP-FM Hopkinsville	WHOP	Duplicates (5 to 9 a.m. and 5 to 11 p.m.) Separate (9 a.m. to 5 p.m.)	Sweet music; News
WLAP-FM Lexington	WLAP	Separate	Fine music

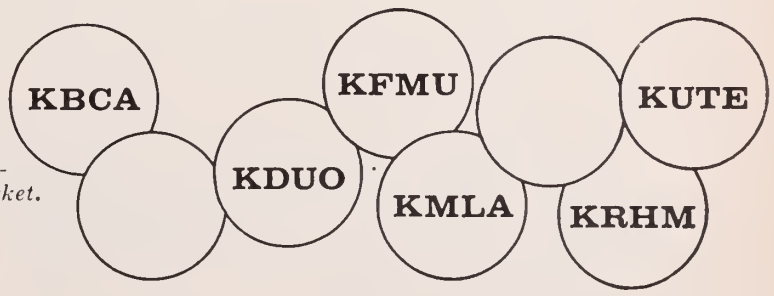
Cont'd on p. 52

fm the medium with a powerful influence with people worth influencing!

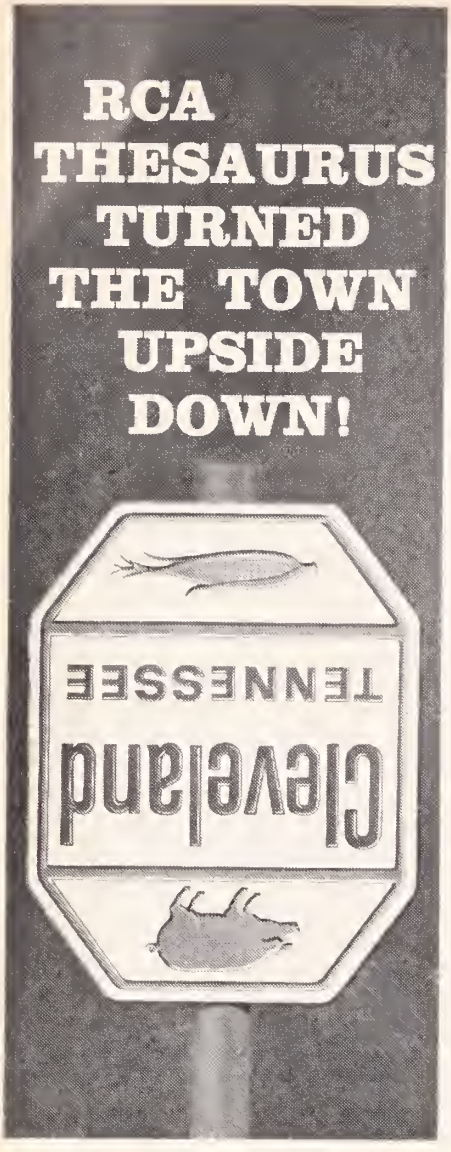
fm *radio—a potent force in the rich Southern California Market*

The fastest growing entertainment medium today, FM Radio fulfills the increasing public demand for high fidelity music reproduction—programmed, with limited commercial content, to please the tastes of discerning men and women. Pulse says 48.7% of the homes in the Los Angeles Metropolitan Area have FM sets. This represents 1,006,000 FM homes. A very substantial percentage of people who prefer *good music* cannot be reached as effectively by an advertising message in any other broadcasting medium. The FM audience is comprised of mature men and women. They're intelligent, well-informed, highly educated individuals whose income is higher than average. In short, FM reaches a *quality* audience. Alert advertisers who are using FM are getting results. Every agency and advertiser owes it to himself to investigate, consider and evaluate FM.

Choose one or all of these stations to sell the quality-conscious FM audience in the Southern California Market.



*This advertisement sponsored by members of the FM Broadcasters Association of Southern California, 2917 Temple Street, Los Angeles 26, California



RCA Thesaurus Commercial Library Service can help your station stir up a lot of new business in your town. William E. Stamps, Manager of WCLE, Cleveland, Tennessee, offers this example of Thesaurus magic:

"13-week SHOP AT THE STORE campaign grosses $9,750.00 . . . each listener received one ticket per visit to participating stores and over 900,000 tickets were given out! Our net on first campaign handily covered entire THESAURUS contract cost, plus a nice profit . . . looking forward to next SHOP campaign."

Turn your town upside down – and watch your profits turn up! Write for the complete Thesaurus story today!

THESAURUS

155 East 24th St. • New York 10, N.Y.

CHICAGO, NASHVILLE, ATLANTA, DALLAS, HOLLYWOOD

FM KEY: CONT'D FROM P. 50

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WKYB-FM Paducah	WKYB	Duplicates	(Not Reported)
WPAD-FM Paducah	WPAD	Mostly duplicates Separate for Sports	Popular music, Light Classics; Sports
LOUISIANA			
KMLB-FM Monroe	KMLB	Duplicates	(Not Reported)
MAINE			
WMTW-FM Portland	None	(No Am)	Good music
MARYLAND			
WITH-FM Baltimore	WITH	Separate	Classical music
MASSACHUSETTS			
WBZ-FM Boston	WBZ	Separate	Good music—Opera to Jazz; News
WXHR Boston	WTAO	Separate	Quality music; News & Commentary
WBET-FM Brockton	WBET	Duplicates	(Not Reported)
WNBH-FM New Bedford	WNBH	Duplicates	(Not Reported)
WCRB-FM Waltham	WCRB	Duplicates, except for stereo	Good Music—Concert, Semi-classical, Show
WOCB-FM W. Yarmouth	WOCB	Duplicates	(Not Reported)
MICHIGAN			
WTVB-FM Coldwater	WTVB	Duplicates	(Not Reported)
WJBK-FM Detroit	WJBK	Duplicates	(Not Reported)
WLDM Detroit	None	(No Am)	Good music—Popular to Heavy Classical
WMUZ Detroit	None	(No Am)	(Not Reported)
WLAV-FM Grand Rapids	WLAV	Duplicates	(Not Reported)
MINNESOTA			
KFAM-FM St. Cloud	KFAM	Separate (6 pm. to midnight)	Classical, Semi-Classical, Jazz music
MISSOURI			
KCMO-FM Kansas City	KCMO	Separate	Fine music; News
KWPM-FM West Plains	KWPM	Duplicates (except for sports)	Sports
NEBRASKA			
KQAL Omaha	None	(No Am)	Classical, Dinner & Jazz music; Talk
NEW MEXICO			
KHFM Albuquerque	None	(No Am)	Serious, Light Classical & Popular Music
NEW YORK			
WINE-FM Buffalo	WINE	Duplicates	(Not Reported)
WCLI-FM Corning	WCLI	80% Duplication	Classical music; Sports
WKRT-FM Cortland	WKRT	Duplicates	(Not Reported)
WHLI-FM Hempstead	WHLI	Duplicates	(Not Reported)
WWHG-FM Hornell	WWHG	Partial duplication	Semi-classical & Classical music; Special events
WHCU-FM Ithaca	WHCU	Duplicates until am sign-off	Fine music; Basketball
WJTN-FM Jamestown	WJTN	Mostly Separate	Fine music; QXR Network; News
WABC-FM New York	WABC	Duplicates	(Not Reported)
WBAI-FM New York	None	(No Am)	Classical, Jazz & Folk music; Drama; Commentary & Reviews
WNCN New York	None	(No Am)	Classical & Semi-classical music; Commentary; Concert Network
WNYC-FM New York	WNYC	50% Duplication	Good music
WQXR-FM New York	WQXR	Duplicates	Classical music; News; QXR-FM Network
WRFM New York	WWRL	Separate	Good music; News
WHDL-FM Olean	WHDL	Separate	QXR-FM Network

Cont'd on p. 54



Q: Which of the following words describes each of these radio stations: Lively? Dull?

A: This special qualitative survey, prepared by PULSE, found WWDC to be the most "radio active" station in the Washington, D. C. area. The results have us doing handsprings—strictly in character! It goes to prove that when you're "the station that keeps people in mind," they keep you in mind too. And they're not apt to forget your advertisers.

	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Lively	**74.2**	69.3	18.4	34.8	12.0	24.4	44.4	52.7
Dull	**4.0**	6.5	5.6	5.4	6.6	5.3	9.8	4.0
Don't Know	**21.8**	24.2	76.0	59.8	81.4	70.3	45.8	43.3

All figures indicate percentages

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

SAN DIEGO'S NUMBER ONE FM STATION

PULSE population...
116,258 homes
PULSE reports...
98% ADULT

Share of audience*
KITT . . . 45.1%
SAN DIEGO:
FM station "A" . 19.5%
" " "B" . 19.5%
LOS ANGELES:
FM station "A" . 6.0%
" " "B" . 6.0%
" " "C" . 3.9%
100.0%
*January, 1959

San Diego County is adding 1,500 FM homes monthly.

Telephone...
BELMONT 2-0144



KITT
"For Familiar Music"
SUITE 525 U. S. GRANT HOTEL BUILDING
SAN DIEGO 1, CALIFORNIA

FM KEY: CONT'D FROM P. 52

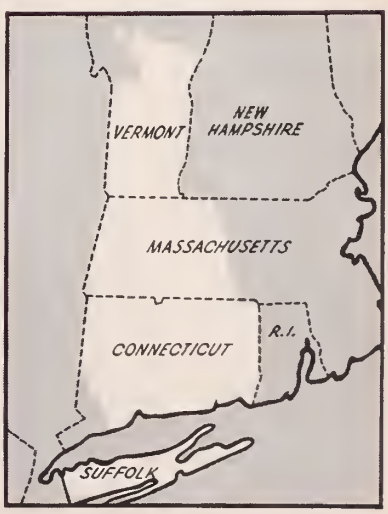
Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WALK-FM Patchogue	WALK	Duplicates (until local sunset) Separate (until 11 p.m.)	Light Classical, Classical & Better Popular music
WONO Syracuse	None	(No Am)	Good Taste programming, including Classical music
WRUN-FM Utica	None	(No Am)	QXR-FM Network
WFAS-FM White Plains	WFAS	Mostly Duplication	Special Events; Empire State Fm Schoc
NORTH CAROLINA			
WGWR-FM Asheboro	WGWR	Mostly Duplication	Sports; Music; News
WMIT Charlotte	None	(No Am)	Quality music
WSOC-FM Charlotte	WSOC	Duplicates	(Not Reported)
WDNC-FM Durham	WDNC	Duplicates	(Not Reported)
WMDE Greensboro	None	(No Am)	Classical & Semi-classical music
WLOE-FM Leaksville	WLOE	(No Am)	(Not Reported)
WBVY-FM Lexington	WBVY	Duplicates (until a.m. sign-off) Separate (nighttime)	Local sports
WKIX-FM Raleigh	WKIX	Duplicates	(Not Reported)
WPTF-FM Raleigh	WPTF	Duplicates, except for two hours per day	Good music
WRAL-FM Raleigh	WRAL	Separate 18 hours per week	Good music; Sports
WREV-FM Reidsville	WREV	Duplicates (morning) Separate (afternoon, night)	Classical, Semi-classical, Popular & Countr music; News
WFMA Rocky Mount	WCEC	Separate	Good music; Sports; News
WSTP-FM Salisbury	WSTP	Mostly Duplication	Good music; Cultural
WWGP-FM Sanford	WWGP	Mostly Duplication	Football & basketball Election returns
WFMX Statesville	WSIC	Separate	Good music; Drama; Commentary
WSJS-FM Winston-Salem	WSJS	Duplicates	Music; News; Farm; Sports
OHIO			
WFAH-FM Alliance	WFAH	Duplicates	(Not Reported)
WNCO-FM Ashland	WNCO	Duplicates	(Not Reported)
WHBC-FM Canton	WHBC	Duplicates	(Not Reported)
WKRC-FM Cincinnati	WKRC	Separate (14 hours per day) Duplicates (4½ hours in a.m.)	Good music—Standar Dinner & Classical
WDOK-FM Cleveland	WDOK	Separate	Semi-classical & Classical album music
WEOL-FM Elyria	WEOL	Duplicates	(Not Reported)
WFRO-FM Fremont	WFRO	Duplicates	(Not Reported)
WIMA-FM Lima	WIMA	Mostly Duplication	Night baseball
WMRN-FM Marion	WMRN	Duplicates, except for sports	Baseball & basketball
WTOL-FM Toledo	WTOL	Duplicates	(Not Reported)
WTRT Toledo	WTOD	Separate	Melodic & Semi-classical music
OKLAHOMA			
KYFM Oklahoma City	None	(No Am)	Good music; Sports
KSPI-FM Stillwater	KSPI	Separate (five hours per day)	Classical music; Sport Special events
OREGON			
KFMY Eugene	None	(No Am)	Semi-classical & Popular music
KOIN-FM Portland	KOIN	Duplicates	(Not Reported)
KPOJ-FM Portland	KPOJ	Duplicates	(Not Reported)

Cont'd on p. !

WTIC MEANS GREATEST COVERAGE

TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE

IN RICH, RICH SOUTHERN NEW ENGLAND



WTIC 50,000 watts

HARTFORD 15, CONNECTICUT Tel: JAckson 5-0801

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY

THE QXR NETWORK

ANNOUNCES ITS EXPANSION INTO MORE MAJOR MARKETS IN THE EAST, WITH THE ADDITION OF THESE IMPORTANT OUTLETS:

Triangle Stations

WFIL-FM Philadelphia

WNHC-FM New Haven-Hartford

WNBF-FM Binghamton

In Worcester, Mass.

WTAG-FM

In Springfield, Mass. and Hartford, Conn.

WHYN-FM

The entire QXR Network now includes the stations listed above, plus the following stations in upstate New York affiliated with the Northeast Radio Corporation: Albany-Troy-Schenectady: **WFLY-FM, WRRC-FM;** Buffalo-Niagara Falls: **WHLD-FM, WRRL-FM;** Ithaca-Elmira: **WRRA-FM;** Jamestown: **WJTN-FM;** Olean: **WHDL-FM;** Rochester: **WRRE-FM;** Syracuse: **WSYR-FM, WRRD-FM;** Utica-Rome: **WRUN-FM.**

Expansion plans for the near future include outlets in Boston, Providence, Baltimore and Washington, enabling advertisers to reach a *quality* radio audience through good music programming in virtually all of the major markets in the northeast. We have full data on audience characteristics, set penetration and listening patterns. Get in touch with us today.

THE QXR NETWORK, 229 West 43 St., New York 36, N. Y.

FM: CONT'D FROM P. 31

one am station, and fm-only firms like FM Unlimited Inc., Chicago.

The Grey questionnaire, financed by the agency, will be sent to *all* fm stations in the next 90 days. It will attempt to gain the kind of information that is available at present only for am and tv. The Grey study will cover 10 main points; among these are: Documented coverage area, with counties, homes, sets; advertising pattern—length and cost of announcements, acceptance of jingles; who advertises—local, regional, national breakdown, specific national advertisers; general pattern of programming; research studies; how and who conducted these and the methodology.

'Sleeper Medium'

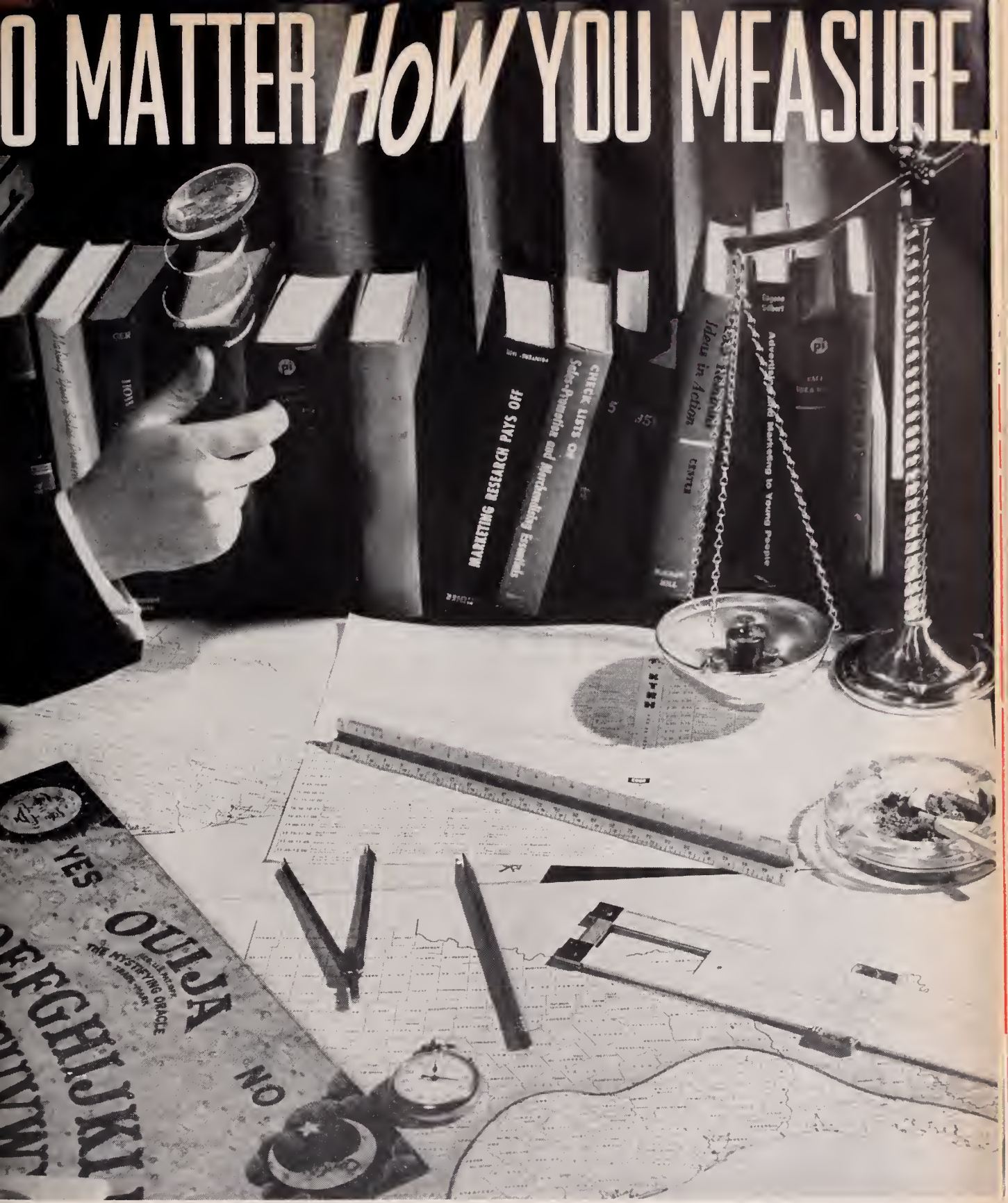
According to Dave Kimble, account executive, "Grey believes that fm is a sleeper medium; we think it is a way to reach a specialized audience but we don't have the facts."

If the study shows Grey that fm has something to offer, it is likely that many of the agency's accounts will give the medium a try. Mr. Kimble declares Grey has a philosophy that "Two sales can more easily be made by reaching four people 10 times each, than by reaching 10 people four times each."

Joe Gans, who heads his own New York agency and is a firm fm booster, believes fm works. "You have to start with the product or service," he says. "It must be something that appeals to high-income, well-informed and well-educated listeners. Fm listeners are a selective audience that can't be bought on the basis of cost-per-thousand."

Because of his reputation as an fm supporter, Mr. Gans often serves as a gratis consultant to fm stations. "When they ask me what can they do to build their fm stations, I tell them to go home and work hard building programming and local sales, in addition to effective promotion. There are two things a station can do to bring in the national business. In the first place, it must

Cont'd on p. 5



TRH

THE AREA STATION FOR SHARP TIME BUYERS*

THE STATION ASSIGNED THE NEW TRIPLE AAA BROADCASTS OF THE HOUSTON BUFF BASEBALL GAMES

USTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES

esented Nationally by PETERS, GRIFFIN, WOODWARD, INC. *See ANY Area Survey

1st

according to all surveys PULSE · HOOPER TRENDEX

WGH RADIO Color Channel 13

Norfolk - Newport News - Portsmouth and Hampton, Virginia

Represented Nationally by JOHN BLAIR & COMPANY

FM KEY: CONT'D FROM P. 54

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	FM Programming Key.
PENNSYLVANIA			
WFMZ Allentown	None	(No Am)	Good music
WGPA-FM Bethlehem	WGPA	Duplicates (until sunset) Separate (nighttime)	Sports; Music; News
WEEX-FM Easton	WEEX	Duplicates	(Not Reported)
WIFI Glenside (Philadelphia)	None	Separate	Standard & Show album music
WHAT-FM Philadelphia	WHAT	Separate	Jazz music
WQAL Philadelphia	None	(No Am)	Not yet on air
WKJF-FM Pittsburgh	None	(No Am)	Fine instrumental music —Standard, Popular, Show & Classical
WPPA-FM Pottsville	WPPA	Separate (during day) Duplicate (some evening shows)	Good music; Sports; News
WLYC-FM Williamsport	WLYC	Duplicates	(Not Reported)
SOUTH CAROLINA			
WCOS-FM Columbia	WCOS	Duplicates (daytime) Separate (nighttime)	Classical, Jazz & Sweet music; News; Sports
WDSC-FM Dillon	WDSC	Duplicates	(Not Reported)
WFBC-FM Greenville	WFBC	Separate	(Not Reported)
TENNESSEE			
WTJS-FM Jackson	WTJS	Duplicates	(Not Reported)
WBIR-FM Knoxville	WBIR	Duplicates	(Not Reported)
WFMB Nashville	None	(No Am)	Good music & Jazz

Cont'd on p. 60

FM: CONT'D FROM P. 56

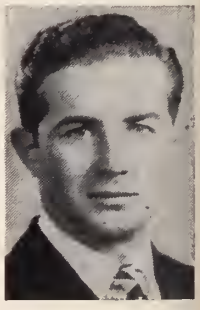
have an impressive list of local advertisers, such as an exclusive department store and a bank. Secondly, a program guide with paid distribution is an effective way to prove evidence of listenership. I have already stated that I believe within four years, maybe less, 50 percent of cars will have fm sets. Appreciation of the good listening that fm provides will grow as the gross income of the U.S. increases, and people become accustomed to better things."

The "better" life that fm is currently experiencing is evident in the plans of the QXR Network, which was organized less than a year ago as an fm network for New York State and soon included 14 stations. It has already announced its affiliation with Triangle stations in Philadelphia, New Haven, Conn., and Binghamton, N.Y. And, according to Jim Sondheim, manager of the QXR Network, by September the network's live programming will encompass these major markets: Washington, D.C.; Baltimore; Philadelphia; New Haven-Hartford, Conn.;

Cont'd on p. 60

CCA RENEWS 100%

In a letter to Mr. Len Hornsby, Manager of Sales Development for Community Club Awards, Mr. Elliott Motschenbacher, Manager of Radio Station KWIN, Ashland, Oregon, stated that:—



E. Motschenbacher

"The accounts that we had on our last go-round are already resold 100% on our next Community Club Awards Campaign which in itself speaks highly for the program. Our second Community Club Awards Campaign proved much more successful than our first even tho our first was way above expectations. To give you a few examples: for Coca-Cola 49,889 bottle caps were turned in; our grocer accounted for $141,401.87 in sales slips directly thru the efforts of the gals; and our dairy gave us credit for 45,926 extra quarts of milk sold."

COMMUNITY CLUB AWARDS

20 E. 46th Street

New York 17, N. Y.

Phone: MU 7-4466

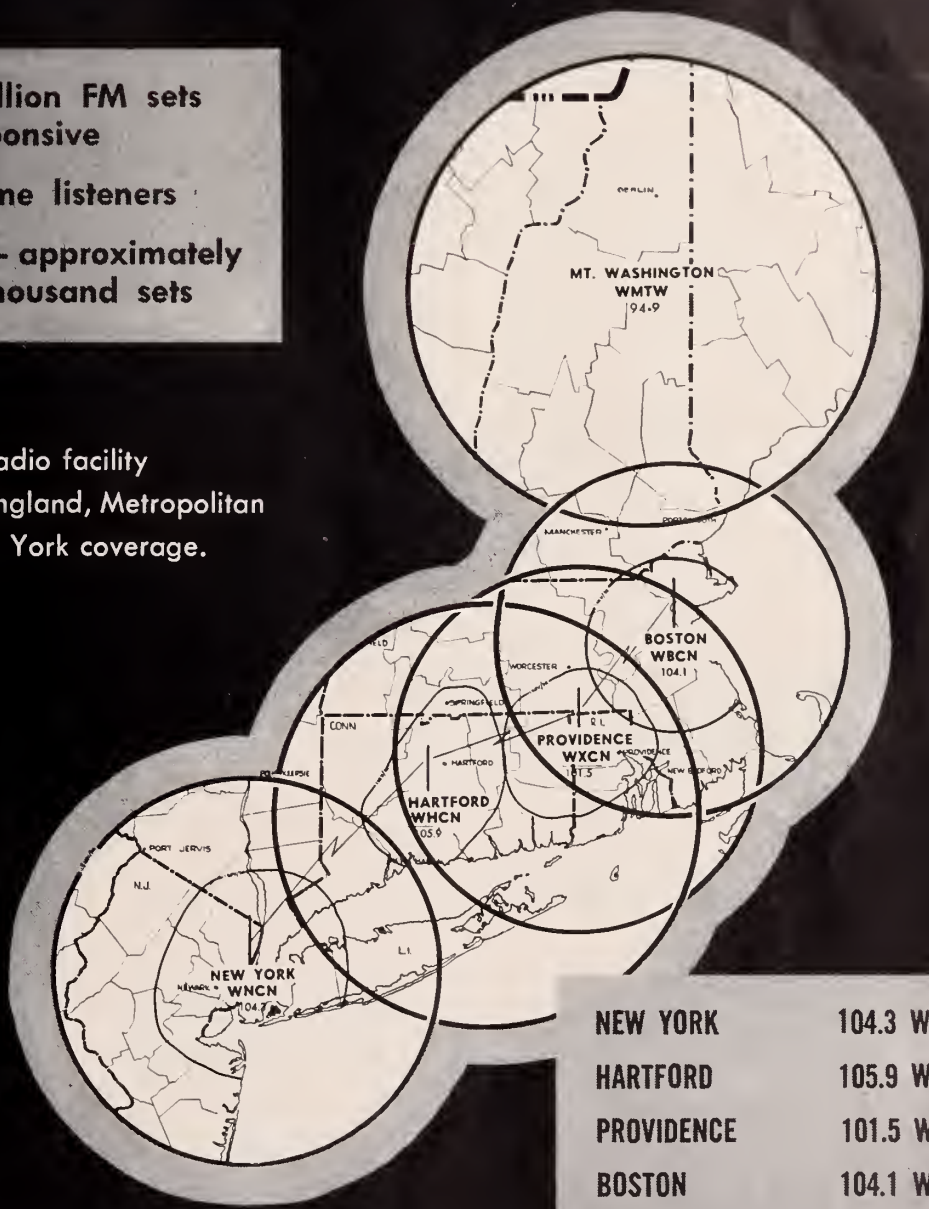
NAB ASSOCIATE MEMBER

THE GOLDEN CHAIN

linking the nation's richest **FM** *audience*

- over 5 million FM sets loyal, responsive
- high income listeners
- the cost — approximately 24c per thousand sets

The only single radio facility with solid New England, Metropolitan and greater New York coverage.



NEW YORK	104.3 WNCN
HARTFORD	105.9 WHCN
PROVIDENCE	101.5 WXCN
BOSTON	104.1 WBCN
MT. WASHINGTON	94.9 WMTW

Good Music Programming

The first "and Foremost" —"Interstate" FM network in the world

For complete information write

Concert Network inc.

171 Newbury St., Boston 16, Mass., COpley 7-6020

1 Park Avenue, New York 16, N.Y., MUrray Hill 5-1255

FM KEY: CONT'D FROM P. 58

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
TEXAS			
KHFI-FM Austin	None	(No Am)	Classical, Mood, Jazz, Show & Folk music
KRIC-FM Beaumont	KRIC	Separate	Popular, Dance & Classical music
KCLE-FM Cleburne	KCLE	Duplicates (daytime) Separate (nighttime)	Popular music; Sports
WBAP-FM Fort Worth	WBAP	Separate	Fine music
KHGM Houston	None	(No Am)	Good music—Classical, Semi-classical & Standard
KBFM Lubbock	None	(No Am)	Standard, Dance, Show, Classical & Jazz music
KLUE Marshall	KMHT	Duplicates 50% Separate 50%	Good albums
VIRGINIA			
WSVS-FM Crewe	WSVS	Duplicates	(Not Reported)
WSVA-FM Harrisonburg	WSVA	Mostly Duplication	Sports; Special music features
WGH-FM Newport News (Norfolk)	WGH	Separate	Good music
WRNL-FM Richmond	WRNL	Duplicates	(Not Reported)
WDBJ-FM Roanoke	WDBJ	Duplicates	(Not Reported)
WSLS-FM Roanoke	WSLS	Mostly Separate Duplicates (until 9 a.m.)	(Not Reported)

Cont'd on p. 63

FM: CONT'D FROM P. 58

Providence, R.I.; Worcester, Mass.; Springfield, Mass., and Boston.

It is also understood that QXR has plans to expand into other areas, possibly through a tape packaging service.

Another network, the Concert Network, with stations in Boston, Providence, Hartford and New York, also has "immediate" plans to expand its programming into other areas, probably through tape. At the same time, according to Fred Cain, director of network sales and manager of the New York station, WNCN, "We also are seeking greater local identity in our markets. As a consequence, in Boston, Hartford and Providence we are increasing local programming from 15 percent of the total schedule to 25 percent; in New York, the 24-hour station will jump from 25 percent local to 50 percent in the fall."

The philosophy of selling national advertisers on fm has changed, according to representative sales firms



Take your cue . . . . .

For the tempo, the pacing, the mind that finally determines the greatness at a performance — you look to the podium.

For the facts on "The Economics of Good Music Advertising" — you look to Good Music Broadcasters, Inc.
52 Vanderbilt Ave., N. Y. 17, N. Y.
Murray Hill 3-2295

Representatives for leading Good Music Stations in top markets from Coast to Coast



OWER . . . 50,000 watts
it . . . **PROGRAMMING**
. . news and music all
ıy long. That's the secret
at's made CKLW such a
owerful penetrating force
r advertisers selling this
gion. Best buy for you, too.

bert E. Eastman & Co., Inc.
National Rep.

E. Campeau,
President

GENERAL OFFICES
GUARDIAN BLDG.,
DETROIT

such as Walker-Rewalt, Fine Music Hi-Fi and Good Music Broadcasters.

"We sell advertisers programming," says Roy Holmes, Walker-Rewalt vice president and head of the Quality Music Division. "In some cities, the advertiser will be getting am and in others he will be buying fm. This is the most effective way to sell fm."

Herb Groskin, national sales manager of Good Music Broadcasters, says, "The firm's business has almost doubled from January to May 1959 when compared with the similar period last year. We sell a station's audience and its programming, and not a station's facility or equipment."

Research

Trying to meet the criticism of agency people that fm's greatest weakness is its inability to prove and describe its audience, Mr. Groskin points to a special study performed last December for WFLN Philadelphia. Conducted by Audience Analysts Inc., it covered 750 subscribers to the station's program guide and 750 listeners who had written to the station in response to a request for audience identification. Returns numbered 1,045, a 70 percent response. They showed, among other things, that 47.4 percent of listeners

Cont'd on p. 62



Agency interest in fm was evidenced at this panel of the Fm Multiplex meeting in Norfolk, Va., last month: Edward Acree of Cargill, Wilson & Acree Inc., Richmond, Va.; Dave Kimble, Grey Advertising Inc., New York, and Dan Hydrick, WGH-FM Norfolk, session host.

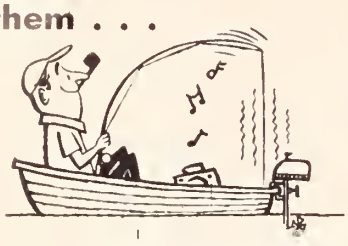
WRFM

the
modern sound
that covers
a thinking
audience
of
music lovers

"NEW YORK'S FM GEM
IS WRFM"

WRFM
105.1 MC New York

. . . they take their habits with them . . .



and WTAC is the listening habit in Flint and the rich Saginaw Valley!*

*(As determined by BOTH Pulse and Hooper!)

From Pontioc to the Straits . . . folks an the move toke their pleasure BIG—so they take WTAC with them! WTAC's primary coveroge includes Michigan's biggest spenders!

Flint is the No. 1 Market in Michigon in Auto Soles, Tatol Retail Soles, Gas Stotion Sales and Drug Sales per household!

AND, Flint's C.S.I. per household is abave the notional overage!

SEE YOUR HOLLINGBERY MAN!

THE BIG STATION
WTAC
FLINT, MICHIGAN



My Mommy Listens to KFWB

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB . . . first in Los Angeles. It's the thing to do!

Channel 98 my mommy listens to KFW··B

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

FM: CONT'D FROM P. 61

are professional people; that 24.5 percent are in the $7,000 to $9,999 annual income bracket and 20.5 percent are earning between $10,000 and $14,999, and that 48.3 percent said commercial messages on the station influenced their purchasing.

Supporting the need for further research activity, Joel B. Fairfax, vice president and director of sales of Fine Music Hi-Fi Broadcasters Inc., New York, emphasizes that the chief failing agencies find in fm is "not enough information and documentation." Fm has grown in appeal to advertising decision-makers because they have found, he states, that if the product is right, fm has an audience that offers a minimum of waste or lost circulation.

As for fm's future role, Mr. Fairfax believes that fm will gain in stature in broadcasting media to a point where it will take its place along side—not in place of—its bigger brother, am, and other media.

Musical Adjectives

Representatives as well as stations are selling their musical programming with the adjectives "quality," "fine," "good," "better," "serious," among others. These descriptive terms are used not only to provide an indicator of the level of musical programming tastes the station is serving, but also as a barometer of the nature of audience it is reaching in terms of education, income and other qualitative factors.

It is necessary to point out, however, that what is "quality" music in one market, may not be considered "quality" music in another. "Good" music in New York may not be the same "good" music in Dallas.

This applies to all such adjectives. Agency executives are counselled by fm people to examine the market and stations carefully to make certain the programming corresponds with the audience for the particular product. Fm music has a great range, from jazz to chamber instrumental.

Among the major research firms, The Pulse Inc. has been most active in taking the measurements of fm. One of the most recent studies was taken in Washington, D. C., during April. It shows, among other things, that 40.3 percent of 1,000 homes in-

WKJF-fm
40,000-watts 93.7MC

Pittsburgh's Premier Fine Music Station since 1948

Serving more discriminating listeners and advertisers than ever before because . . .

"WKJF-FM is the leading FM Radio Station in the Pittsburgh District"

Guide-Post Research—April 30, 1959

WKJF-fm
1715 Grandview Avenue
Pittsburgh 11, Pa.

Represented by
Walker-Rawalt Co., New York



CLASSICAL PROGRAMMING
in
CENTRAL TEXAS
Sells!
98.3 mc
KHFI-FM
780 Watts covering 1,662 sq. mi.
NATIONAL REP. N. Y. OFFICE
GOOD MUSIC BDCSTERS., INC.

terviewed have an fm set. Accord-ng to the Pulse study, the heaviest concentration of fm listeners are be-ween the ages of 35 and 49 for male (17.1 percent) and between the ages of 18 and 34 for female (17.8 per-ent).

Listening

Of the fm homes interviewed in he Washington survey, 23.1 percent of the families said they listened 10 ours a week but less than 15 hours.

In qualitative factors such as edu-cation, 37 percent—the heaviest con-entration—had graduated from col-ege. Also, 27.3 percent of fm homes n the survey had total family an-ual incomes of between $7,500 and $9,999 and another 13.9 percent with annual incomes of between $10,000 and $14,999.

Giving credence to the "higher ncome" level of the fm audience, Pulse found in another study in San Diego that 29.2 percent of fm lis-teners had family incomes of be-tween $7,000 and $10,000, while 15.2 percent had incomes of over $10,000.

In addition to research, it is felt hat another of fm's weaknesses is he lack of solid promotional efforts o advertiser and listener alike.

This has given rise to group as-sociations on the national, regional and local levels. Nationally, the Fm Association of Broadcasters, which his past March succeeded the for-mer Fm Development Association, is attempting to gather support for an all-out, industry-wide sales promo-tion effort.

Regional Promotion

And an example of an effective regional fm association is the Fm Broadcasters Association of Southern California, which has been making *group* presentations to agencies and clients. The presentations are put together and delivered by a com-mittee on a joint basis. They are heard at special luncheons or in con-ference rooms by pre-arrangement with the advertising people involved.

The script of the presentation is 18 pages and is, in effect, a well-rounded discourse on what fm is, in-cluding its history, technical expla-nation, relationship to allied media

Cont'd on p. 64

FM KEY: CONT'D FROM P. 60

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programmig Key.
WAFC-FM Staunton	WAFC	Duplicates (12 to 6 p.m.) Separate (6 to 11 p.m.)	Good music
WRFL Winchester	WINC	Duplicates 80% Separate 20%	Sports; Music; News
WASHINGTON			
KTWR Tacoma	None	(No Am)	News commentary; Drama; Classical & Semi-classical music
WEST VIRGINIA			
WBKW Beckley	WJLS	Separate	Music only
WHTN-FM Huntington	WHTN	Duplicates (during daytime am operation) Separate (nighttime)	Better music; Sports
WAJR-FM Morgantown	WAJR	Separate (4 to 8 p.m.) Duplicates (8 p.m. to midnight)	Good music
WV/VA-FM Wheeling	WWVA	Duplicates	(Not Reported)
WISCONSIN			
WISC-FM Madison	WISC	Mostly Duplication	Sports; Special events
WLIN Merrill	WSAU Wausau	Duplicates	(Not Reported)
WBKV-FM West Bend	WBKV	Separate	Fine music—Classical, Semi-classical, Standards & Jazz
WFHR-FM Wisconsin Rapids	WFHR	Mostly Duplication	Sports

THANKS WFMF!

More and more people are telling us how much they enjoy the La Salle Evening Hour!

The program has brought us many new customers. They have become bank customers because they know that La Salle offers a complete banking service with loans carefully tailored to economically meet every need.

You, WFMF, have helped La Salle tell its story by attracting listeners with music such as that played on the La Salle Evening Hour.

So, you see, there's a reason why recent Hooper Ratings indicate that you are the "growingest" commercial FM station in the Chicago area!

Thanks for giving us such delightful music and so many wonderful customers!

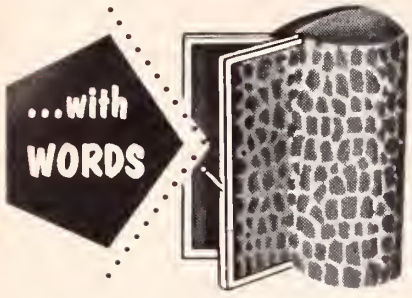
Listen to the La Salle Evening Hour, every night at 8, WFMF, 100.3 on your FM dial.

La Salle NATIONAL BANK

135 S. La Salle Street, Chicago 90
STate 2-5200
Complete Trust Services

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

How to Open Purses



KHOW knows how. First, have a large, responsive, adult-minded audience *listening*. KHOW has it!
Then, deliver each commercial message with the kind of honest enthusiasm ond conviction that open minds...ond purses. KHOW does it!



Discover how KHOW can serve you. Call Peters, Griffin, Woodward, Inc., National Representative.

KHOW
RADIO • 630 on the dial
5,000 watts • DENVER
SINCE 1925, THE RADIO VOICE OF DENVER

KFAL RADIO
FULTON, MISSOURI
Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

Today's News Right Now! . . . Direct line to Washington, New York, and Foreign Capitals six times daily. Rapid Reporting of Missouri and Regional News thru KFAL News Bureau, roving reporters & stringers, backlogged by reliable United Press International. Mid-Missouri *depends* on KFAL RADIO NEWS. Your *finest choice* for Sponsorship and limited adjacencies.

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

FM: CONT'D FROM P. 63

and fields, programming, fm penetration and audience characteristics.

It is interesting to note that for the most part the study is selling, firstly, fm the medium and, secondly, the southern California fm market.

Thinking Medium

The presentation concludes by describing fm as:

A Thinking Ad-man's Medium.

The challenge that fm station people are tossing out to agencies today has many facets. Chuck Kline, who heads Fm Unlimited, Chicago, believes that the medium offers a great opportunity for creative expression by agency people.

"Today, fm offers a tremendous opportunity for agencies with creative leanings," says Mr. Kline.

"Here's a medium with a selective audience, low rates, available prime time and unlimited potential for imaginative programming. Quality features that are either relegated to marginal time or bumped off altogether by am and tv would produce outstanding results on fm."

The history of fm is marked by unfulfilled promises of the future. The bright sun is suddenly beclouded by rain formations. But young and old radio advertising executives agree: Never before has fm so stirred the interest of those who are controlling the spending of advertising dollars as it does today. • • •

Addenda

For the benefit of advertising agencies who may be interested in as complete a list as possible of fm stations, we request that all stations who did not return their fm questionnaire, please do so as soon as possible.

We will run an addenda to our *Fm Station Key* in a forthcoming issue. The following information from fm stations is needed: Call letters of fm station and city location; if there is an am affiliate, give call letters; explain if fm station is programmed separately or if it duplicates am, and describe your fm programming in concise terms.

radio-tv
GUILD - AWARDS
"Chain-Listeners" Clubs

Copyright, 1959
hugh d. riker
Formerly with C. E. Hooper, Inc.

ANNOUNCING . . .
the greatest audience promotion since
NERO

GUARANTEED HONEST LISTENING . . . WITH *"Proof-of-Purchase"*
NO GIMMICKS — NO INFLATED RATINGS —

GUILD - AWARDS
"Chain-Listeners" Clubs

. . . *Will increase your audience and ratings* . . .

. . . *Sponsors will move more products* . . .

. . . *Will increase the Good-Will of your station* . . .

GA Ties-in *"Proof-of-Purchase* with on the air advertising

PLUS

The GA snowball grows daily . . . NEW listeners join the GA "Chain-Listeners" clubs every single day

GUILD - AWARDS

Quality Award-Winning Promotion "Chain-Listeners" Clubs is a prestige promotion that builds a listening and buying audience . . . but FAST . . .

Available to selective promotion minded stations on an exclusive basis.

NO CHARGE TO THE STATION

Guild-Awards is paid for by the GA advertisers.

For complete information and to reserve Guild-Awards for your market

write, wire or phone

hugh d. riker
President

GUILD - AWARDS
410 E. 65th St., Suite 3D, N. Y. 21
Phone YUkon 8-6814

WANTED: A LIMITED NUMBER OF EXECUTIVE CALIBRE ACCOUNT REPRESENTATIVES.
SEND COMPLETE RESUMÉ TO GUILD-AWARDS

A good SALESMAN follows-through...

and so does a good STATION!



YOUR best salesmen make more repeat sales because they know the value of "plus" service and follow-through! They're not interested in the "quickie sale" or the "fast buck."

WHO Radio has this same "sales savvy"! For example, trained WHO merchandising teams work directly with food and drug retailers in 76 of Iowa's 99 counties to provide hard hitting point-of-purchase services for many leading advertisers. These special "plus" services make it easier for Iowans to buy more of the products they've heard *most* about on WHO Radio!

And far more Iowa people listen to WHO than listen to any other station. The Feb.-March, 1959 Pulse gives WHO from 18% to 35% of the listening audience in 93 counties—the balance being divided among 88 other stations!

WHO Radio is an experienced, dependable salesman who *follows-through*. Ask PGW for all the details on WHO Radio's ability to sell in "Iowa Plus."

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives



Disc Jockey: Performer or Businessman?

The disc jockey, as industry leaders see him, is charged with the responsibility of spinning off sales, wholesome chatter, community projects, in addition to records

Off the record, what is a disc jockey?

He's a salesman, says the business manager. He's a performer, says the program director. He's an advertising man, says Agency Row. He's an artist, an educator, a crazy mixed-up kid and/or the voice of civic virtue, chime in a dozen interested parties.

Whatever he is, he's valuable, as evidenced by the attention lavished on him at the second annual Radio Programming Seminar and Pop Music Disc Jockey Convention held recently in Miami, Fla. The convention, sponsored by the Storz Stations, drew top names in the advertising, broadcasting and recording fields as its speakers and panelists for the three-day session. The roster of "guest stars" included keynoter Harold Fellows, president of the National Association of Broadcasters; Matthew J. Culligan, executive vice president of the National Broadcasting Co.; Gordon McLendon, president of the McLendon Stations, and 60 other leading figures.

And an estimated 3,000-plus disc jockeys came away from their microphones across the country to hear themselves praised, chided and challenged from the podium.

The Culligan-McLendon debate on the merits of network versus independent radio plunged conventioneers into a depth study of the medium that ranged far beyond apparent concerns of turntable maestros. Urging factions of the industry to call off their "family feud" and unite in a concerted effort to promote radio as an entity, Mr. Culligan and Mr. McLendon introduced the first of a series of topics denoting a growing concern for the development of responsible as well as distinctive station personalities.

Platter-spinning is only one aspect of the disc jockey's job, representative spokesmen who addressed the convention gathering agree. How much of what else he supplies to

nake radio go 'round and 'round ives rise to a variety of comments mphasizing one fact: The "far out" isc jockey has some very down-to-rth responsibilities he should be ttending to religiously.

"The disc jockey, lest we forget, talent," says William J. Kaland, ational program manager, Westnghouse Broadcasting Co. "Talent epends on a myriad of supporting reative skills that do not bridle but ather feed, nurture, guide and clip, necessary, this eighth wonder."

Market 'Headwaters'

Referring to the disc jockey's sigificant status with the young lisener, Robert E. Eastman, president f the Robert E. Eastman Co., points ut that the "headwaters of the maret" are these same 15- to 25-year-lds.

"These young people are most mpressionable," he notes. "They re just beginning to form their rand preferences. They are marying and forming new consuming ouseholds. They are raising chilren.

"A great misconception of Madion Avenue is to the effect that all nese young people are raising is ell. The character and importance f the headwaters of the market is, y and large, little understood and nsufficiently appreciated by nation-l advertisers."

Disc jockeys, Mr. Eastman beeves, are the advertiser's best means f reaching and selling merchandise o this highly responsive group. "We ave observed in our national spot selling a tendency to apologize for or conceal this youth appeal," he continues. "Let's stop maligning the teenagers. They are the influentials."

On the further role of the disc jockey as a salesman, Arthur H. McCoy, executive vice president of John Blair & Co., suggests that the station personality develop his talents for supplying creative skills with which management can sell the sound medium to the national advertiser.

"We can make advertisers listen if we have creative ideas that will shake them loose from the rut they have let themselves fall into," he says, adding that the greatest source of ability for originating these new ideas is the disc jockey.

Stephen A. Machinski Jr., executive vice president of Adam Young Inc., speaks up for the station representative in pointing out how disc jockeys as well as other station personnel can benefit from the representative's ability to help them create or improve the station image. "With his specialized knowledge and wide perspective, he is comparable to the consulting engineer whose advice you seek regarding technical problems," Mr. Machinski explains.

Appealing to station personalities to alert themselves to a "dangerous drift in the radio industry," Morgan Beatty, NBC news commentator, cites what he believes is a trend toward inadequate newsgathering on tht part of local stations. Press association "salvage" broadcasts read off the wire by a disc jockey whose mind is on records and repartee is totally inadequate newscasting, he maintains.

"The danger here is even accented by some disc jockeys who fail to read *carefully* the AP and UP salvage services they now receive," Mr. Beatty points out, in asking his fellow radio performers to recognize and promote high standards of news presentation at their stations. "I have heard them occasionally use serious bulletins as building blocks to reflect their own clever images.

"Humor in the wrong place, in the wrong way, is another piece of evidence for both honest politicians and demagogues to use against us."

The responsibility of the disc jockey to his community is a theme expounded by Joe Finan of KYW Cleveland and Jim Hawthorne of KDAY Los Angeles.

Helping Hand

"A personality in this field must have a sense of responsibility which takes in matters outside the area of vested interest, outside the limited, stifling realm of Top 40, into the area where he works hand in hand with programs such as the Crippled Children, YM and YWCA and Junior League Baseball," says Mr. Finan. "This is not the pie-in-the-sky appraisal of what a personality should be; it is a practical, working application of a realistic approach to the problem of identifying with the listener."

Declares Mr. Hawthorne, "There is one difference between today's personality and yesterday's. He has learned to shut up. It is no longer in vogue with the listener to spend idle hours with the voice that runneth over.

"Today's radio personality must have the pulse of the public he serves. He must be well-versed in public affairs. He must know every possible aspect of civic life. He must take active part in charity drives."

Michael Joseph, vice president of Capitol Broadcasting, advises, "Sell your station, your product and yourself.

"Making a record a hit doesn't make *you* any more. Favor your au-



APPRECIATING a point made by speaker Arthur H. McCoy, executive vice president of John Blair & Co., are (l. to r.) fellow panelists Robert Eastman, president, The Robert Eastman Co., and Stephen Machinski, executive vice president, Adam Young Inc., and moderator Tom Edwards, WERE Cleveland.

dience. Though the station might have the greatest history, market, facilities, management and behind-the-scenes office, traffic, continuity, promotion and sales departments, it's the quality and professionalism of the personality coming through the trusty transistor that counts."

Better Programs

Adds Dick Martin of WWL New Orleans, "Management's favorite defensive argument (for chart-programming) has been 'You've got to give the public what it wants.' This is a decided negation of the very precept of advertising; as the men in the grey flannel suits will be quick to agree, if a product is plugged long enough and hard enough the public will go for it. Logically, then, a return to better music, better programming and more lenience in presentation to the potential personalities working for the station should make for a more satisfied and happily responsive audience."

Proving that that audience exists is undeniably important, says John F. Box Jr., executive vice president of The Balaban Stations. "Realistically, the facts of life are that most time buys are based upon some sort of statistical verification," he continues. "However, ratings are not always representative of the true station standing. It must be kept in mind that radio is the most difficult of all media to measure. Its very vastness is its greatest handicap from the point of view of reflecting full circulation.

"Equally important to ratings is proof of sales effectiveness. Usually the station with the best programming and personalities delivers the greatest sales effectiveness and also generates the best ratings."

Dr. Sydney Roslow, director of The Pulse Inc., affirming that "audience size measurements are an absolute necessity," adds that "unfortunately it makes too many of us look upon the decimal point as the price tag for a program or station."

He emphasizes the need for more kinds of measurement, showing the "who" and "what kind" as well as the "how many" in an audience. "Alert station management is not relying solely on ratings to sell its product. Far more important is to have programs that are sales-effective, whatever the rating, rather than programs that have popularity value only."

It's time for the disc jockey to "come of age" in asserting his authority in a positive way as the most powerful single force in music, broadcasting and his community, says Jack Karey, WCFL Chicago.

"Lay off the 'garbage' music," he asks fellow broadcasters. "Let's be selective—for the ultimate good of the recorded music field itself. Rock and roll is not necessarily garbage, but, unfortunately, garbage is most often rock and roll. Let's audition before we play."

Up the Ladder

Prepare for managerial responsibilities, advocates Art Ford, who recently flipped his disc jockey "lid" for the hat of an executive. As operations manager for WNTA New York, he believes that the ideal combination for radio's future includes an expert from the financial world to guide the station's money matters, and an expert from the ranks of disc jockeys to guide the program development.

He suggests that the National Association of Broadcasters consider establishment of a two-week management training program for disc jockey talent that "management thinks might have a potential" in this direction. "Certainly the NAB and such far-sighted leaders as Storz, Westinghouse, McLendon and NTA might benefit by supporting a yearly seminar in a centrally located city," he declares.



TIME OUT from the busy schedule is taken by (l. to r.) Ed Bonner of WIL St. Louis; John Box, executive vice president of The Balaban Stations; Fred Berthelson, general manager of WTIX New Orleans, and Frank Stisser, president of C. E. Hooper Inc. More than 3,000 disc jockeys attended the convention, sponsored for the second year by the Storz Stations. Speakers included 63 leaders in the industry.

Bill Camperson, manager of WHOL Allentown, Pa., seconds the idea of the disc jockey preparing himself for managerial duties.

"Instead of slipping into the record library with several envelopes of newly arrived records, latest copies of the trades, and *Mad* magazine, it would be well to see how the other half of the organization lives," he points out. Recommending that the station's personality acquaint himself with rate cards, sales that are pending and other current business of the station, Mr. Camperson says, "Don't feel you're annoying someone in finding out the answers to your queries. You'll be quite surprised. Your boss and the sales people will welcome your questions and ideas, and you'll be recognized as a man with potential." • • •

HOMETOWN U.S.A.

station log

News:

Further expansion of Washington news to intensify the coverage of the nation's capital for stations throughout the country is evidenced by the formation of Deadline, Washington Inc.

Jock Laurence, independent Washington radio correspondent, has formed this new corporation, with Joe Phipps, former director of news and editorial operations at WWDC Washington, becoming president.

In editorializing, a year-long on-the-air battle by KMOX St. Louis was a big factor in the passage of a bill to fluoridate the St. Louis County water, according to the station.

The first editorial broadcast was preceded by a half-hour pro and con panel discussion of the issue. The station continued to place heavy news emphasis on the progress of the fluoridation bill. On May 20, 1959, following a final editorial two days before, the bill was passed by a vote of four to one.

Public Service:

The Bartell Radio Group has built two public service projects around juvenile deliquency and narcotics. Vice President Richard M. Nixon is featured in *The Critical Years,* which describes the life on the streets of a young hoodlum. Lee Bartell, KCBQ San Diego managing director, states that the purpose of the series is to create community awareness of the problem of juvenile delinquency. Besides KCBQ, other Bartell stations to air the 22-episode (three minutes each) series are: KYA San Francisco, WOKY Milwaukee, WYDE Birmingham and WAKE Atlanta.

The last three stations have also broadcast *The Narcotics Story,* an account of a former addict. • • •



William B. Caskey, executive vice president, WPEN Philadelphia, signs the agreement which brings WSAI Cincinnati under the ownership of Consolidated Sun Ray Inc. The company also owns WPEN-AM-FM and WALT Tampa. Present (l. to r.) are: Donald Clancy, mayor of Cincinnati; Sherwood Gordon, former owner of WSAI who remains with WSAI, and Howard Eicher, WSAI vice president & gen. mgr. More expansion is planned.

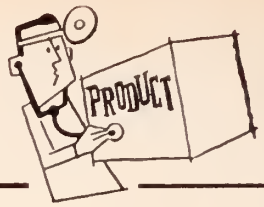
YOU CAN SELL ANYTHING SUCCESSFULLY ON WBC RADIO

MPORTANT TO ADVERTISERS... NATIONAL AND LOCAL:

isn't every medium that can point to proof of its sales effectiveness. On the llowing pages you will find positive proof of the selling power of WBC Radio ations for a wide variety of products. Many of these success stories come from cal advertisers—men who are closest to moving goods on the local level... and who noose WBC radio because they know it reaches more people at less cost than any her medium. ! *Broadcasting is basic.* Basic regardless of whether you're selling cal or nationally distributed products. WBC is proving it with results like these very day. *That's why no selling campaign is complete without the WBC stations.*

HOMETOWN U.S.A.

commercial clinic



Value of Live, Local Commercials Are Overlooked, Says JWT's Stone

The live commercial is the ugly stepchild in radio's family today and stands in urgent need of a Cinderella-like transformation, declares Joseph Stone, vice president and copy group head at J. Walter Thompson Co., New York.

"For the past several years everyone has been so enamored of the transcribed commercial in all its forms that radio's old standby, the live announcement, has been neglected in regard both to writing and performance."

The transcribed commercial, Mr. Stone explains, offers such marked advantages to the client both in variety of approach and standardization of performance that most decision-makers prefer to employ it wherever budget permits.

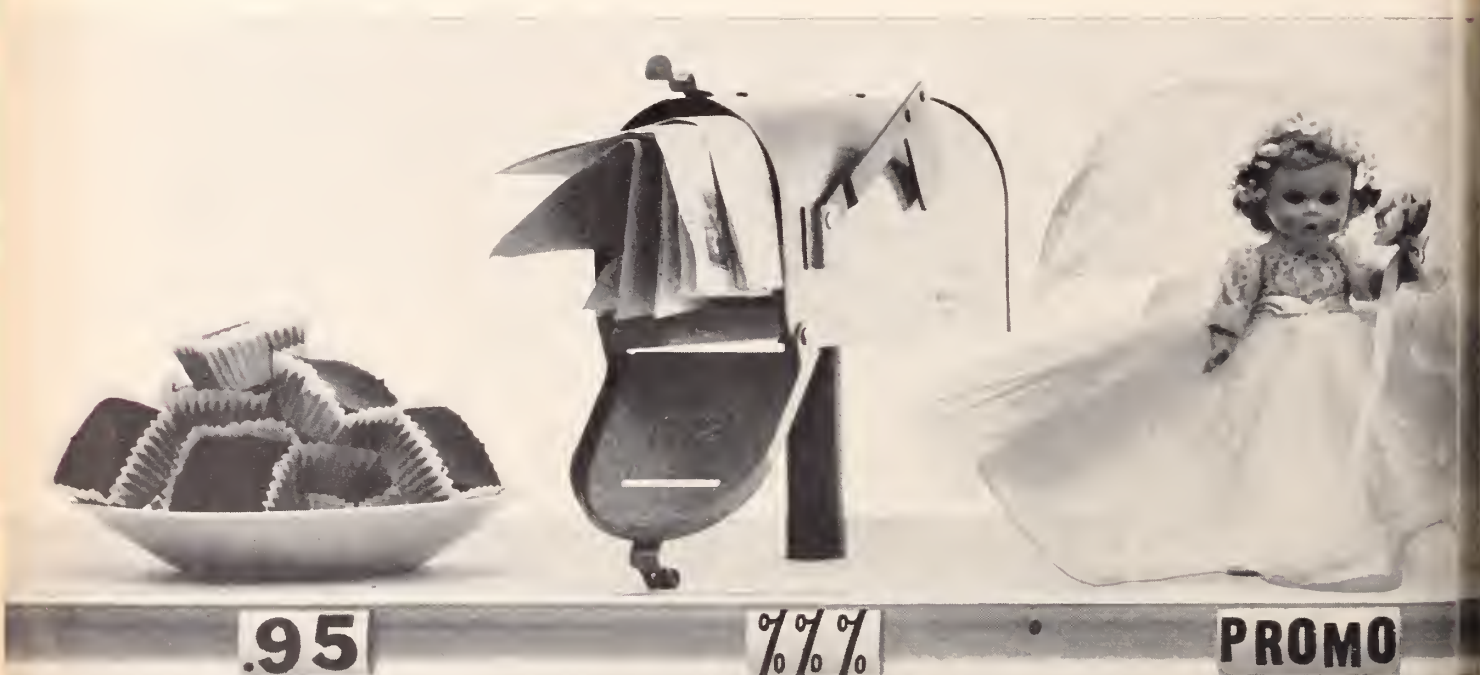
"I personally would choose to transcribe wherever possible," Mr. Stone says, "but I believe, nevertheless, that the live sales talk can do a very effective job for the client if it is properly written and delivered —it can make the most of listener loyalty to the local personality and also has the impact of immediacy.

"Certainly, there will always be a deluge of live commercials as long as there's a sponsor in a hurry, an advertiser who cannot afford transcriptions or an announcer who insists on delivering his own copy. The problem is to close the gap in quality between most of today's ET's and their live counterparts."

Mr. Stone points out that, in his opinion, live spots suffer in three ways: The client orders too many; the agency doesn't give them the time and effort that might be devoted to a fewer number, and the announcer and disc jockey fail to measure up in their delivery.

"When an advertiser is spending a substantial sum for an ET, he orders only one or two, or at most, a few," Mr. Stone says. "But live spots cost 'nothing.' They're just words on a sheet of paper, so the client orders them by the bushel and changes them as often as his socks.

"Neither he nor his agency can devote the thought and time to this



FUDGE BY THE TON
"WBZ helped us expand our operation . . . now helps us sell more than a ton of fudge a week!"
GALO PUTNAM EMERSON
Putnam Pantry Candies
Danvers, Mass.

CAME THE DELUGE
"Your solicitation for distributors brought a profitable deluge of 'phone and written response. It also set our people afire with new enthusiasm!"
BILL CAVANAUGH, President, Bonus Living Opportunity
—Nutrilite Food Supplement (Distributor-recruiting campaign)

200 HAPPY BRIDES
"Overwhelmed by response from WI. In one day received close to two hundred letters from brides all over New England!"
BETTY GOODMAN
Tribune Publishing Company
(for "Bride Prefers Promotion")

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIONS

stream of scripts that they give to the few highly noodled recorded spots."

Mr. Stone adds that over and above the problem of quantity—the great number of live scripts demanded to do the job handled by a few recorded spots — agencies usually face a time problem as well.

"They seldom get the advance warnings they get for ET's. Five hours' notice to prepare several one-minute spots is not at all unusual. This double excuse, too many scripts in too little time, has been accepted as a major problem.

"But, in truth, there is another big reason for poor live copy. Seldom has anybody really tried to produce excellent live radio spots because everything has to be brought down to 'the least common denominator' of the least talented announcer who may ever be called upon to deliver the spot."

Mr. Stone believes that announcers, disc jockeys and stations—not to mention clients—would all benefit enormously if local performers would make as fine a study of the principles of good advertising as they do of good entertaining.

It is not enough, in his opinion, for the local man to go on year after year giving his personal assurance that an ever-changing list of products is the "greatest."

"Agencies would like to see local announcers and disc jockeys demonstrate a greater knowledge of the true science of advertising, which in a nutshell means supporting claims with 'reason why' sales points—giving convincing facts instead of sincerely spoken generalities."

If agencies were sure performers understood the advertising craft, Mr. Stone thinks, they would be willing to give out more often with fact sheets instead of scripts. These would help the local personality to integrate the commercials into his show and to increase his individual impact on the public mind. In turn, the performer could help attract additional business.

"I would really like to see," says Mr. Stone, "someone willing to make available to station performers a correspondence course in the fundamentals of advertising. RAB might do it. Even now, I feel sure, in many markets college courses in advertising are being offered to interested adults. Why not encourage disc jockeys to sign up for them?" • • •



IT'S THE BERRIES

"In independent and chain-store supermarkets, sales doubled and even tripled in the period of our minute spot commercials on WBZ."

NATIONAL CRANBERRY ASSOCIATION
(Ocean Spray Cranberry Juice Cocktail)

HOMES! HOMES! ALL SOLD OUT!

"We had signed for two sets of week-end commercials— but were sold out after the first week-end."

ROBERTS HOMES, INC.
Chelmsford, Mass.

TRAFFIC STOPPER DeSUZE

"Congratulations to WBZ's DeSuze! About 20,000 cars stopped over the three-day holiday to get the autumn tourist kit you alone announced."

JOHN BRENNAN, New Hampshire State Planning and Development Commission

WBZ Boston

REPRESENTED BY AM RADIO SALES, INC.

BPA memo

Summer Uncovers Role Radio Plays in Sales

Mixing business with summer pleasures, two stations—WEEI Boston and WPEN* Philadelphia — have reported preparation of colorful sales promotion brochures highlighting statistics which show radio's virtues as a summer medium.

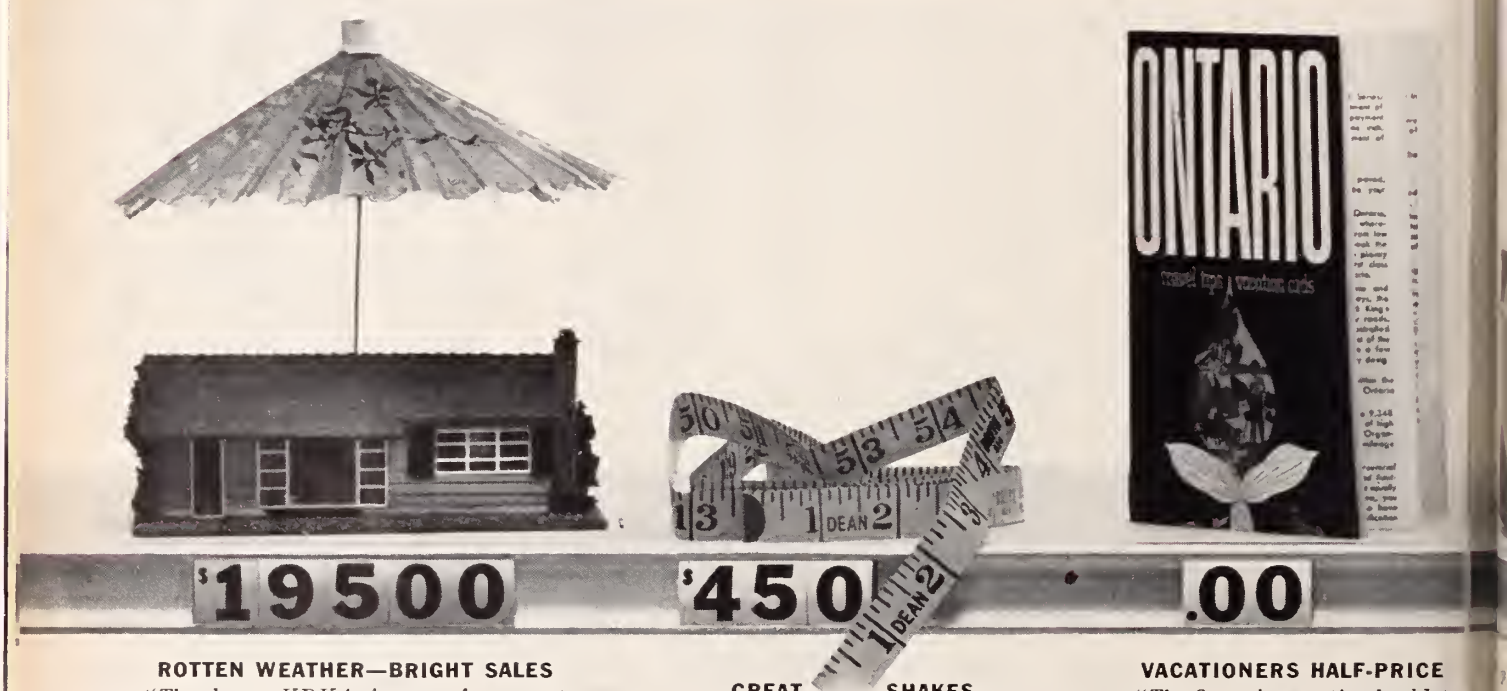
The WEEI booklet, prepared by Joe Cullinane, WEEI sales promotion director, is built around what WEEI terms its blanket coverage of the populated area which accounts for "more than half of the 1.5 billion vacation dollars spent annually in New England." Included in its 19 pages are facts and figures on how radio "fits today's mode of summer living," and on the importance of getting the "last word" with shoppers. Regarding the latter, WEEI states that in 20 minutes people forget 42 percent of the incidental information they learn; and in nine hours, 64 percent. Because of this, the station declares, advertisers must reach consumers as close as possible to the time they shop—and radio exceeds all other media in providing this "last word" coverage.

Other WEEI summer projects include remotes from summer festivals, tow planes carrying advertising, and taxi posters.

The WPEN brochure compares the number of hours spent with various media in the summer months. Under the heading "Who Does More of What in the Summer?" it cites figures indicating that newspaper and magazine reading and television viewing decrease in the summer, while radio listening increases. According to the report, time spent with television dropped off 423,500,000 hours between February and July 1958; magazine reading dropped off 21,400,000 hours, and newspaper reading, 6,600,000. Comparing the same two months for radio, WPEN notes a rise of 96,900,000 listening hours during the summer months. The booklet emphasizes that radio "is an integral part of the outdoor scene" and points out that WPEN has such outdoor programming features as a trafficoptor, street interviews, resort and picnic area information and fishing news.

Warm Weather Promotion Sets Right Atmosphere

Summertime promotions designed to get their listeners in the seasonal mood are described by five stations —WSB* Atlanta, Ga., KOMA Oklahoma City, WOWO* Fort Wayne, Ind., WDGY Minneapolis and WTTM Trenton N. J.



ROTTEN WEATHER—BRIGHT SALES
"Thank you, KDKA, for one of our most successful promotions ever on our homes! Even with bad weather, you brought 'em out . . . and they bought."
J. F. ARMBRUSTER
Smith & Armbruster

GREAT SHAKES
"We averaged 150 qualified leads a week from KDKA—and converted three out of every five into actual sales."
NIAGARA CYCLO MASSAGE

VACATIONERS HALF-PRICE
"The Ontario vacation booklet was offered on 37 stations. Average cost per inquiry: $1.32 . . . cost on KDKA: 63 cents!
F. H. HAYHURST CO. LIMITED, For Ontario Government, Department of Travel and Publicity

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIONS

WSB, for the second straight year, s advertising outdoor eating prodıcts through its "Picnic Patrol." VSB announcers, wearing chef cosumes, visit three different cookouts ach evening between 6:30 and 9 .m. and distribute prize packages f sponsors' products. At each cookut, guests are interviewed and prodıcts are mentioned on the air. Any product related to outdoor eating r cooking which schedules 10 or nore spots per week is included in his promotion.

KOMA's "air conditioned radio" ampaign for the hot weather seaon asks its audience to guess the ighest temperature for each month long with the day and hour it will ccur. Winners in June, July and August each receive prizes of oneon room air conditioners.

Weekend "Wing Dings" from 4 .m. Friday until Sunday night throughout the summer are around-the-clock projects of WOWO. The station reports that with a 24-hour operation now in effect, its audience can tune in 56 hours of uninterrupted weekend radio. The WOWO mobile unit becomes "the weekend wing ding wagon," roaming throughout the area for up-to-the-minute news. There are also special broadcasts for vacationers about events in the area, and where-to-go and what-to-do jingles.

The WDGY "Sun Tan Contest" requires listeners to put adhesive strips on their backs in the form of WDGY call letters and then "get a sun tan." During the summer, WDGY personalities make Saturday visits to local beaches looking for contestants who are tanning the letters on their backs, and each week 10 receive records as prizes. At the end of the contest, the 10 best sun tans, comparing the "whitest white" and the "tannest tan," will be selected.

WTTM's 12th annual "Highway Cavalcade" stresses safety on the road and informs motorists of detours, traffic congestions and road conditions in the station's coverage area. Children from public and parochial schools in the area are featured to remind drivers that the schools are closed and to be on the alert for youngsters. The children also present messages regarding other summertime safety precautions in connection with such activities as swimming, boating and water sports. Police chiefs and magistrates from surrounding townships are also a part of this cavalcade to issue warnings on some of the most common violations made by drivers. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).



UP TO 300% GREATER RETURNS!

"We tried our 50c offer in 5 Pittsburgh stations. KDKA gave us the best cost per return . . . up to 300% better!"

JACK W. BRADFUTE
rd, Redfield & Johnstone, Inc. for Ehlers Coffee

MOVING LIKE CRAZY

"Thanks, KDKA, for excellent sales results. We moved even more Imperials and Chryslers than we had anticipated."

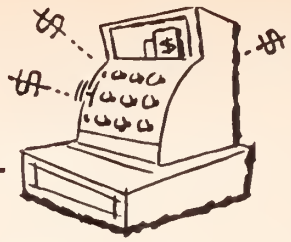
DON C. CRANE
Stoffan Motors, Inc.

KDKA Pittsburgh

REPRESENTED BY AM RADIO SALES, INC.

HOMETOWN, U. S. A.

radio registers



FURNITURE

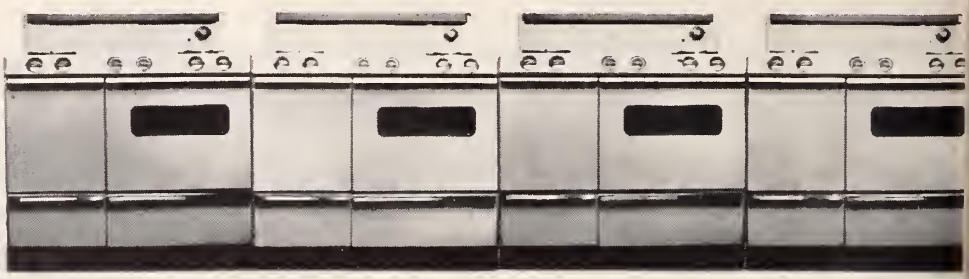
Crescent City Furniture ran a one-week spot announcement campaign over WJBW New Orleans to acquaint listeners with its new and used furniture, on a "no money down, 24 months to pay" plan. Featured on the Marvin Burak Show (11 p.m. to 2 a.m.), with one two-minute announcement per night for six nights, Crescent City sold $2,500 worth of furniture in that week.

SAVINGS AND LOAN

Aberdeen Federal Savings & Loan Association devotes approximately 45 percent of its advertising budget to radio, including daily newscasts, sports program sponsorship and spot buys on KXRO and KBKW Aberdeen, Wash. The association began using radio through the advice of its agency, Creative Advertising, which itself has 58 percent of total billings being spent on radio. Creative reports that radio is now "the primary medium for stimulating new business"for its client.



Greatest Success Story Ever Tol



.39 $429.95

HUMBLE ONION NOW THE RAGE!

"Our Instant Minced Onion is on KYW and having fabulous success."

F. J. DANIELS
Durkee Famous Foods

"WE SOLD MORE RANGES IN ONE DAY THAN IN THE ENTIRE PREVIOUS YEAR....

biggest single day in our 14 years in business!
All 5,212 adults who came credited KYW radio advertising as the reason.
We don't believe any other media could have produced such a large crowd. I recommend KYW to all advertisers who want results."

W. L. RIEDLING
Caloric Appliance Corporation

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIO

report from RAB

'On-Target' Sales Approach Stimulates Advertiser Interest

The introduction by RAB of what t calls an "on target" concept in nedia planning has generated in- erest among several large national dvertisers.

These advertisers, working to- gether with RAB, have launched onsumer research projects in ma- or markets in an effort to pre-check heir radio campaigns along lines uggested by a new RAB presenta- ion: "On-Target Advertising."

The presentation points out that n effective advertising medium hould be measured in terms of how nany actual customers are reached, ot just people. It then offers re- ults of a radio listening habit study onducted among buyers of frozen oods which show that even small adio schedules can reach relatively arge segments of the advertisers' ustomers—or those of his com- etitors.

For example, the study reveals that more than 61 percent of women who actually purchased frozen foods listened to radio on the day they bought while more than 30 percent of all buyers heard radio during a single half-hour.

RAB adds that many of the popu- lar listening hours of these buyers are outside the hours generally con- sidered by advertisers to be "prime time," suggesting that time-buying by rating reports alone does not necessarily deliver the most logical prospects.

The implication of this (and six similar studies conducted by RAB) is that a small expenditure of money in radio alone can "hit the target"—reach a sizeable share of the cus- tomers in which the advertiser is in- terested most. It's also an inexpen- sive "insurance policy" for any ad- vertiser who wants to pre-test a radio campaign. • • •

RADIO SALES TREND OF THE MONTH

Based on information gathered by RAB during national sales calls

RAB's "on target" concept, which suggests ways by which an advertiser can intelligently buy radio for his products, has interested advertisers in several fields—notably a big cereal manufacturer, an airline and two divisions of a major auto maker. These firms have all requested more details from RAB on how this new kind of research applies to their own products and target groups. Consideration is being given to several multi-week radio tests in major markets based on the RAB proposal. The two auto brands agreed that their present advertising was missing important potential customers in the suburbs, and are anxious to test radio's ability to pick out the customers they shoot for.



WOW!
"We attracted 300 new customers in one week, increased sales 30% . . . thanks to KYW."
GEORGE SCHILD, President
Schild's I.G.A. Foodliner

SALES UP IN '58? YES—12%!
"While the industry was taking a 20% dive in new car sales, we racked up a 12% increase. Reason—KYW radio spots!"
HAROLD STAN
Spitzer Motors (FORD)

SAY TEA ON RADIO—AND SEE!
"Our sales are considerably over last year's ...and much of the credit must go to our radio spots on KYW."
JOHN A. DINGETHAL
Tetley Tea Co., Inc.

KYW Cleveland

REPRESENTED BY AM RADIO SALES, INC.

report from representatives



Consumer Sales Potential of Farmer Seen as Missing Link in Ad Strategy

Agency and advertiser executives have been alerted to a missing link in their strategy to reach and sell today's generally prosperous farmer. At the spring-summer meeting of the National Association of Tv & Radio Farm Directors, ad folk were urged to take a look—perhaps for their first time—at the consumer sales potential of the farm market.

And according to a new presentation sponsored by many of the leading representative firms called, "Make the Big Reach Even Bigger," spot is the most logical way to sell farmers consumer goods and services in addition to farm products.

The meeting, held at the Statler-Hilton Hotel in New York June 17 to 20, was sponsored by many of the largest station representative firms.

"What makes the farm market—both the producer and consumer market—so logical for spot broadcasting is that while agriculture may be national, farming, by its very nature, is a local proposition," say the firms. (See *The Change Down on the Farm,* June 1959.)

Statistics from the Department of Agriculture show that farm operators in 1956 spent slightly more than $22 billion on farm supplies, and similarly, as consumers, spent close to $16 billion in 1955 on family living expenditures. Since farm gross income has increased steadily, farm families start to live better, and "become better prospects for the kind of consumer goods people advertise and sell."

The presentation gave Pulse figures on radio set ownership, which show that 98.9 percent of farm families own one or more sets, 79.3 percent own two or more, 45.6 percent own three or more, and 21.5 percent own four or more.

A Pulse study for Radio Advertising Bureau indicates that the average radio listening of a farm family is 26½ hours a week.

Representatives emphasized that spot broadcasting on radio enables the advertiser to pinpoint his market more accurately than is possible with national or regional editions of general and farm magazines. They cited figures compiled by the Leo Burnett Co. agency which show that while the average radio cost per thousand people is 95 cents, daytime tv is $1.05, evening tv, $1.42, and newspapers, $10.79.

The representatives conclude that spot is the business arm of the "big reach" in advertising, which advocates that to sell the total market, plan the advertising to reach all the people. "To make the big reach even bigger, we say get into new time periods . . . go after the farm families." • • •







'189 2/.35 • $$$

BIGGEST SALES IN 51 YEARS
"Had second largest week and largest single day of selling in 51 year history . . . thanks to WOWO."
SOUDERS HOME FURNITURE STORE
Graill, Indiana

100% SALES INCREASE!
"Our sales and distribution increased from 42% to 88% through WOWO spots."
EVANS INDUSTRIES
(Better Bite Dog Food)

MERCHANTS DOUBLED BUSINES
"WOWO's enormous coverage broug in enough new out-of-town prospects for our merchants to double their business."
CHAMBER OF COMMERCE
Decatur, Indiana

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATI

report from agencies

Radio Food Ads to Stress Image Rather Than Price, Says Agency Head

A new trend in the radio advertising of retail food stores is being examined with interest by the president of a New York agency that specializes in supermarket and food clients.

"For years retailers have been utilizing radio for price advertising, but they are now beginning to change over to institutional selling on the air," states Lester Wolff, president of the Co-Ordinated Marketing Agency Inc.

Mr. Wolff, whose agency bills $1 million a year in radio, expects to see more and more food retailers leave their price copy to the newspapers and turn to radio to build a corporate image in the public mind.

"Radio is an intimate, friendly medium, ideal for creating a store personality," Mr. Wolff explains, "and 'standing out from the crowd' is becoming increasingly important for food retailers today.

"Competition is keener than ever; as a result, price differentials are less pronounced. One store is cheaper on an item today, another tomorrow, but there isn't a significant difference in most cases.

"Consequently, an outlet must rely more heavily on its service and personality to bring in business."

Among clients the $7 million-a-year agency services are Daitch Shopwell, Associated Food Stores, Ehlers Coffee and Dugan Bros. Mr. Wolff says he believes radio to be the primary broadcasting medium for food retailers and is the one he considers first for his clients.

"It is the basic function of any medium to direct the advertiser's message at a selected audience in the market, with great frequency, and at a reasonable cost per contact," Mr. Wolff declares.

"Radio offers all of these primary points and, in addition, features a flexibility and versatility not found at so low a cost in any other advertising vehicle."

Radio also allows the advertiser to associate his products with a top local personality, a special advantage to retailers who recognize the need for developing friendly corporate images, notes Mr. Wolff. • • •



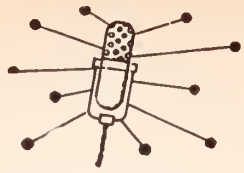
RADIO SPREADS FAME
"We're doing construction in cities as far as 50 miles away due to WOWO advertising."
CLARENCE BULTEMEIER
Builder Supply Co., Decatur, Indiana

$66,000 WORTH OF TRAILERS
"We sold $66,000 worth of trailers, and 90% of the crowd that came to buy said WOWO brought them in."
ADAMS COUNTY TRAILER STORE
Decatur, Indiana

MORE? 40% MORE!
"Our distribution was about 60% for years. Just four months on WOWO sent it up to 100%."
BUTTERFIELD CANNING CO.

WOWO Fort Wayne
REPRESENTED BY AM RADIO SALES, INC.

report from networks



► NBC:

NBC Radio sales totaling $855,274 in net revenue during the 10-day period ending June 24, were highlighted by orders from Armour Co., Lewis-Howe Co. and R. J. Reynolds Co., according to William K. McDaniel, NBC Radio vice president in charge of network sales.

Monitor, now in its fifth year, was a major factor in NBC Radio's rise in billings. Advertisers in the first six months of this year number about 137 to date, more than the total for all of 1958, says Matthew J. Culligan, executive vice president.

A special recording prepared by NBC Radio featuring eye-witness accounts of major news events covered by *Monitor* during the past three years is being given exclusive distribution to Rambler dealers throughout the country. Newscasts on this program have been sponsored by American Motors Corp., Rambler manufacturer, since February 1957.

In its first use of network radio, General Life Insurance Co. will sponsor *Monitor* sports segments for 13 weeks beginning August 29 and for an additional 13 weeks beginning April 2, 1960.

► CBS:

CBS Radio has signed more than $1.5 million in new business and renewals, with the major sales by Chevrolet, Ex-Lax, Tetley Tea and Oldsmobile, according to George J. Arkedis, CBS Radio vice president in charge of network sales. Chevrolet Motor Division of General Motors Corp., Detroit, renewed 12 five-minute weekend news programs for 52 weeks; Ex-Lax Inc. purchased 47 weeks of 11 weekly units of CBS Radio's daytime dramatic series; Tetley Tea bought five 5-minute units per week for 52 weeks, and Oldsmobile Division of General Motors Corp. bought the weekday *Douglas Edwards Business News* for 13 weeks.

► ABC:

New and renewed business totaling $1.25 million dollars for June has been announced by ABC Radio. Under new business, Long Lines Div. of American Telephone & Telegraph Co. has purchased news broadcasts for the remainder of the year; AFL-CIO bought weekend newscasts effective June 20, and Landers, Frary & Clark (appliances) is sponsoring *Breakfast Club* for 13 weeks, effective September 21.

Breakfast Club will also be sponsored by Grosset & Dunlap Inc., beginning this fall. ABC Radio reports that with this sponsorship, it is the first time national radio will be used to sell books through book stores on a continuous basis.

In affiliation news, ABC Radio has signed WOLF Syracuse, N.Y.; WTKO Ithaca, N. Y., and KEDO Longview, Tex. • • •



MOVIES DEAD?
"WIND helped give us the highest gross in the 20-year history of the theatre."
ESQUIRE THEATRE

SELLING FOR THE WORLD'S LARGEST!
"The outstanding pulling power of WIND has helped make us the world's largest individual Chevrolet dealer."
MARVIN H. FRANK, *President,* W. B. Doner and Co.

10 DAYS—100% DISTRIBUTIO
"We've pulled 36,000 replies to offer made on WIND exclusively—and achieved 100 distribution in 10 days!"
DONALD GRASS, I. J. Grass Noodle C

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIO

report on FM

AAAN Puts Spotlight on Fm; Finds It Needs Research, Promotion

Typical of advertising agencies' current interest in fm is a recent group study conducted among the Affiliated Advertising Agencies Network. (See *Will the Cash Register Ring for Fm? p.* 29.) Comprised of about 56 regional agencies, who work together in an interchange of advertising services and information throughout the world, the study was conducted by Edward Acree of Cargill, Wilson & Acree Inc., Richmond, Va., an AAAN member.

The AAAN found that out of the 39 U. S. agencies responding to its questionnaire, only nine replied in the affirmative when asked whether they use fm for their clients. When asked "What in your opinion would make fm more valuable to your clients now using it?," some of the agency responses were: "Fm as an advertising medium has great potential, but it needs promotion by the stations." "Program information in newspapers could help. Only way to learn programs is to subscribe to publications issued by stations. What other medium makes a viewer or listener pay to learn what's going on?" "Better programming to reach its own market, not imitate am. Greater use of fm receivers in motor cars."

The agencies, when questioned about what might make fm interesting to clients, emphasized the need for: Up-to-date audience studies, awareness of its existence in the market, more promotion, and programming with some imagination and showmanship.

Asked about fm promotion by stations in their areas, 19 agencies replied that there was promotion, while 17 reported none. Further comments by these agencies indicate an overall appreciation of the medium. Examples of these are: "I believe fm is superior to am; however, it has become a stepchild to am radio and tv." "Seems to be growing steadily. . . Great for prestige and instructional stuff. Expect fm portables and auto radios in a few years." "At the present time, fm gives the same startling results we used to get when tv was exciting and new. It has the advantage of reaching a clearly-defined segment of audience at any given time, depending on programming. . . . Fm audience listens wholeheartedly, it does not turn to fm for 'background music.'" • • •



SALES BUILD $5-MILLION PLANT
"WIND played a big part in creating the demand for your product that has made possible our new $5-million plant!"
E F. SALERNO, Salerno-Megowen Biscuit Co.

NOW NO. 2 IN SALES
"We've just jumped to second biggest seller in this market—and it wouldn't have been possible without our No. 1 salesman—WIND."
HARRY KLECKNER, V.P., Thomas J. Webb Co.

RADIO TAKES A BOW
"WIND can take a deep bow for playing a major part in helping us become the world's largest formalwear rental operation."
BENJAMIN J. GINGISS, *President*, Gingiss Bros., Inc.

WIND Chicago
REPRESENTED BY AM RADIO SALES, INC.

report from Canada

Elliott-Haynes' Radio Study Gains Quick Agency Response

Advertisers and agencies are responding to Elliott-Haynes Ltd.'s new "Radio Circulation Service" which supplies both qualitative and quantitative material on radio audience listenership. In addition to specific figures for each individual station's total audience, the survey furnishes data on the make-up of this audience.

The total analysis for each station is divided into three primary categories:

- Half-hour audience listening from 6 a.m. to midnight.
- Age groups and sex of the audience.
- Location of listening.

Myles Leckie, vice president of Elliott-Haynes, cites specific examples of the value of the survey. "An agency promoting Coca-Cola has been able to pick a popular teenage station and popular time period in about 30 markets of Canada and work out their cost-per-thousand ratios, applying it to the teenage market alone."

Also, according to Mr. Leckie, an agency planning a campaign for insecticides is using the audience analysis data to determine the best times to reach women in mid-morning periods in the metropolitan markets. A still further application of the survey's information is an agency that sells foundation garments to urban women between 21 and 50 years of age. The agency has been able to select stations with the best urban coverage and at times when a great proportion of that station's audience is made up of these women.

"Radio Circulation Service" is a result of over 100,000 personal interviews conducted in a representative cross-section of the Canadian population, 16 years of age or older, in nine of the 10 provinces of Canada, with Newfoundland being excluded. At least 400 completed interviews were used in each county and consensus division, with up to 600 being used for larger metropolitan areas.

Each station is given a separate page in the report, which lists, next to the particular half hour, the number of persons reached, the sex of the audience, the age groups, and the location of the radio listening, whether it be in the home, in cars, or elsewhere. On the reverse side of each page, the total circulation of the station is broken down into counties or census divisions.

Mr. Leckie points out that "if the success of this survey method continues at its present rate, we plan to conduct a mid-summer survey in 1960 to supplement the spring and fall surveys currently planned." • • •



BIG COVERAGE...BIG BUSINESS
"As one of Portland's largest retail clothiers, we needed big coverage . . . and got more than excellent results with KEX."
E. R. NUDLEMAN
Nudleman Bros.

NEVER HAD IT SO GOOD
"KEX gave us more advertising coverage for less money than any other advertising medium ever!"
JACK DORRIES, Owner
Dorries & Dorries-Rugs

EXPERT'S CHOICE
"We have long recognized the import[ance] of KEX's ability to effectively cover the Portland and Willamette V[alley] markets for our several clients."
ROBERT L. WEBER
McCann-Erickson, Inc.

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATI[ON]

radio research

'Weighty' Survey by Pulse Measures Intermountain Audience

While hefting the new 312-page book which Avery-Knodel salesmen are now carrying is a feat in itself, advertisers are more interested in weighing the many facts and figures it contains. The volume is the recently completed Pulse report of the Intermountain West on behalf of the Intermountain Network, a report which Pulse considers one of the largest it has gathered, and one which provides a guide to listening in the area.

In a region consisting of 70 counties, Pulse found a substantial amount of daily radio tune-in, and states that:

- During an average quarter-hour between 6 a.m. and 12 noon, 28.9 percent of 9,850 homes interviewed were listening to radio.
- During an average quarter-hour between 12 noon and 6 p.m., 26 percent were listening.
- During an average quarter-hour between 6 p.m. and midnight, 17.9 percent of 8,050 homes interviewed were listening.

The Pulse provides an over-all study along with reports for each of the 45 markets surveyed and for each of five states—Colorado, Idaho, Montana, Utah and Wyoming—plus counties in Nebraska and Nevada.

According to Laurence Roslow, associate director of The Pulse Inc., "In terms of the number of markets surveyed during the same time period, with an end result of a composite area picture plus individual market reports, this survey of the Intermountain area is the most extensive ever undertaken by our organization. In detail, it is comparable to Pulse reports issued regularly for the national radio networks."

Avery-Knodel Inc., representative firm of the Intermountain Network, states that an important facet of this survey is its audience data, not only for the major Intermountain markets (such as Denver and Salt Lake City), but also for areas which have never been surveyed.

The Intermountain Network feeds its 45 stations solely news and weather, using six newscasters daily, along with newscasts presented by the American Broadcasting Co. and the Mutual Broadcasting System. The programming concept of the network is for origination of programs by the individual station affiliates.

The survey, which was taken during January and February of this year, spans a region comprised of 996,580 homes. Pulse gives total audience ratings, with in-home and out-of-home combined, for quarter-hour periods Monday through Friday from 6 a.m. to midnight. • • •







$3728 $60/YR $975

NO. 1 CAR...NO. 1 STATION
"As Oregon's Number One Dealer we are looking forward to continued success with Oregon's number one radio station."
H. ROGERS HOPKINS, JR.
Sales Manager, Francis Motor Car Co.

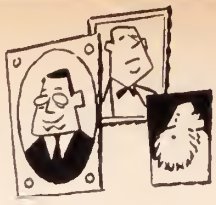
INQUIRIES UP 500%
"...500% increase in inquiries about our medical and hospital coverage as a result of spots on KEX."
A. O. CARDEN, Director of Advertising & Promotion, National Hospital Association

WAITING IN LINE
"Five people were waiting to buy as we opened up. Each heard our KEX spots—came from beyond newspaper perimeter."
JOHN WAREHAM
Wareham Motor Co.

KEX Portland

REPRESENTED BY AM RADIO SALES, INC.

names and faces




Lichtenstein


Weber


Piano


Weed


DeGray


Cramer


Gewinner

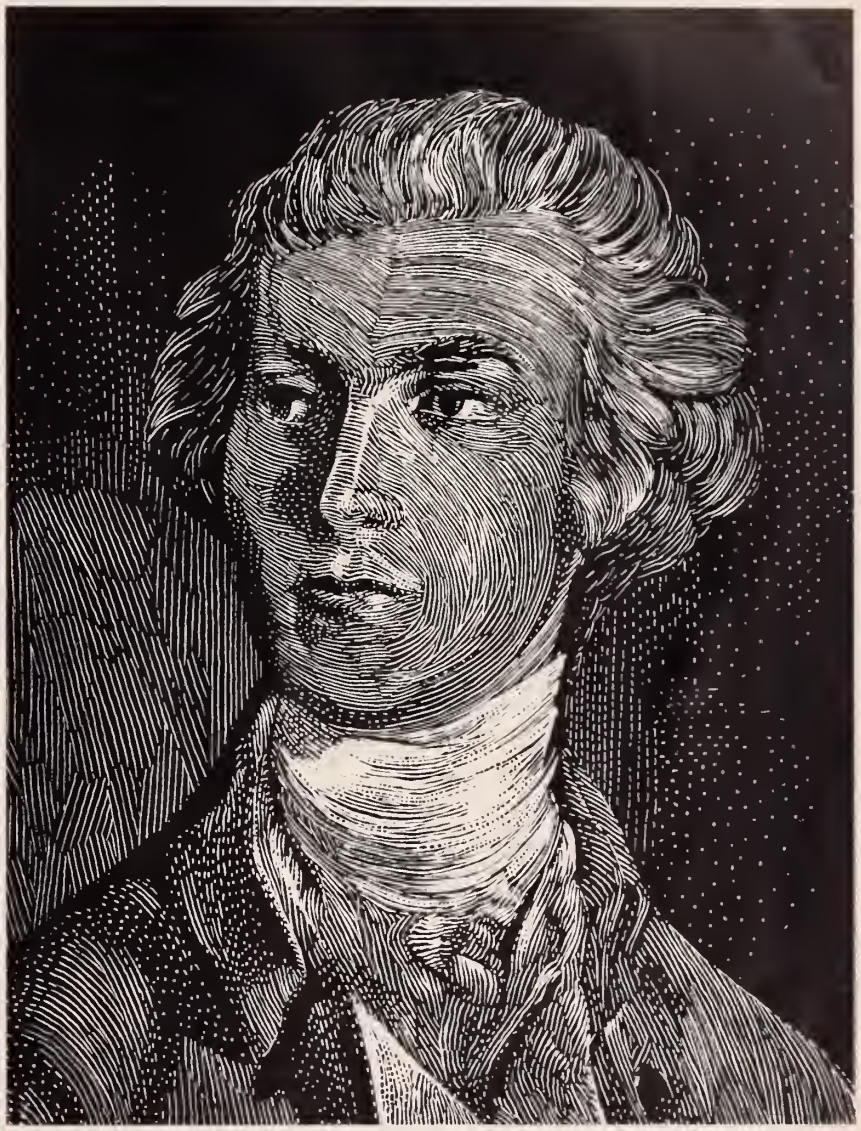

Maguire

FROM	TO
AGENCIES	
Bernard J. Schiff, adv., sales promo. dir., American Doll Corp., New York	pres., Webb Associates Inc., New York
Frank C. Weber, v.p., member board of directors, D'Arcy Advertising Co., New York	executive v.p.
Michael Donovan, v.p., assoc. media dir., Benton & Bowles Inc., New York	BBDO Inc. media dept.
Jane Field, copywriter, Compton Advertising Inc.	group head, tv-radio copy dept., BBDO Inc.
Paul Moroz, in charge of research, C. J. LaRoche & Co., New York	v.p., research
Chester R. LaRoche, in charge of media, C. J. LaRoche & Co., New York	v p., media
Humboldt Greig, in charge of tv-radio time buying, C. J. LaRoche & Co., New York	v.p., tv-radio time buying
Douglas S. Cramer, broadcast program supervisor, Procter & Gamble, Cincinnati	broadcast supervisor, Ogilvy, Benson & Mather Inc., New York
William H. Weed, brand manager, Toilet Goods Div., Procter & Gamble	account executive, Ogilvy, Benson & Mather Inc., New York
STATIONS	
Richard B. Rawls, gen. mgr., KPHO Phoenix	v.p., KPHO Div., Meredith Engineering Co.
Bert West, gen. sales manager, KSFO San Francisco	v.p., Golden West Broadcasters
Irv Lichtenstein, merchandising, licensing dir., National Telefilm Associates	station mgr., WNTA-AM-FM Newark, N. J.
Graham Richards, national program dir., Intermountain Network	national program dir., Storz Broadcasting Co.
Holt Gewinner Jr., sales promo. mgr., WSB Atlanta	promo-publicity dir., WSB Radio-tv
Carson Rennie, executive program producer, Sun-Ray Drug Co. & William Penn Broadcasting Co.	gen. sales mgr., WJW Cleveland
James F. Simons, operations dir., Mutual Broadcasting System	gen. sales mgr., KFWB Hollywood
Elmer O. Wayne, v.p., sales, WJR Detroit	gen. sales mgr., KFI Los Angeles
James K. Whitaker, radio dir., WIS Columbia, S. C.	national sales mgr., WCSC Charleston, S. C.
Charles B. LeMieux Jr., account executive, WRCA New York	sales mgr., WINS New York
Dan Bellus, radio-tv sales development, promo. dir., KFMB San Diego	sales mgr., KFMB Radio
Denman F. Jacobson, account executive, CBS Detroit	local sales mgr., WWJ Detroit
Jack Campbell, salesman, WYDE Birmingham, Ala.	sales mgr.
Lloyd George, account executive, KBOX Dallas	sales mgr.
REPRESENTATIVES	
J. Stuart MacKay, v.p., mngng. dir., All-Canada Radio & Television Ltd.	pres.
Vincent C. Piano, sales development, promo dir., The Meeker Co., New York	dir., radio promo., research, Peters, Griffin, Woodward, Inc.
Wilber M. Fromm, mgr., adv., promo., NBC Spot Sales, New York	mgr., sales development, promo.
Newton E. Deiter, KRKD Los Angeles	mgr., Broadcast Time Sales Los Angeles
Dale W. Stevens, broadcast time salesman, Everett-McKinney Inc., Chicago	sales staff, Robert E. Eastman & Co.
NETWORKS	
Edward J. DeGray, v.p. in charge of ABC Radio	president
Paul A. Maguire, account executive, NBC Radio Spot Sales, New York	mgr., NBC Radio Network Sales, Philadelphia
E. B. Shomo, gen. mgr., WBBM Chicago	v.p., CBS Radio Division
Fred Ruegg, gen. mgr., KNX Los Angeles	v.p., CBS Radio Division
Joseph T. Connolly, gen. mgr., WCAU Philadelphia	v.p., CBS Radio Division
Sam J. Slate, gen. mgr., WCBS New York	v.p., CBS Radio Division
Robert Hyland, gen. mgr., KMOX St. Louis	v.p., CBS Radio Division
Thomas Y. Gorman, gen. mgr., WEEI Boston	v.p., CBS Radio Division
Maurie W. Webster, gen. mgr., KCBS San Francisco	v.p., CBS Radio Division
Milton F. Allison, gen. mgr., CBS Radio Spot Sales	v.p., CBS Radio Division

Lasting Impressions

"What makes the difference between man and man is real performance, and not genius or conception."

Thomas Gainsborough (1727-1788). English painter remembered through the years for his "The Blue Boy."



At WWJ, it's performance that gives lasting value to your radio schedule—performance born of hard work and follow-through from traffic board to transmitter. Ask your PGW Colonel for the complete WWJ performance story: facilities, coverage, merchandising, and personality roster. It makes good listening —and good buying for lasting impressions.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

EDITORIAL



. . . future for fm

AGENCY INTEREST

Although the history of fm is pockmarked with disillusionment and false starts, the past we are sure could never rival the present in advertiser and agency interest. (See *Will the Cash Register Ring for Fm?* p. 29.)

From large to small agency, a listening ear and thirst for information is going out to fm. Specifically, agencies and clients are showing interest in fm because of its specialized audience and the relative protection it offers for commercials.

However, the major stumbling block has been a story that is not unfamiliar—documentation of audience listening and characteristics.

NATIONAL INTEREST

On the national level, the questionnaire that Grey Advertising is sending out to all fm stations is based on a major premise. If fm can prove and show that it has a specialized listening audience with all the other qualitative and coverage factors, it will open the door of opportunity.

The Grey philosophy, as explained to U.S. RADIO, is that two sales can be made more easily by reaching four people 10 times each, than by reaching 10 people four times each.

On the regional level, the Affiliated Advertising Agencies Network, comprised of predominantly regional agencies throughout the world, surveyed its U.S. members on fm use (see *Report on Fm*, p. 79). The AAAN, through its questionnaire to member agencies, found interest in fm. But the results showed that these agencies believe fm needs greater research and promotional efforts.

This is not news to any of the devoted fm station operators who have found that in serving fm, they are serving a *fulltime master.* But it does show the agency interest in fm today that has been absent in the past.

Vince DeLuca, chief timebuyer of Erwin, Wasey, Ruthrauff & Ryan Inc., New York, believes that an advertiser with the right product —like a luxury car—should establish a franchise in prime fm time today and thus have guaranteed protection and time choices when the door swings wide open.

ADVERTISING A PUBLIC SERVICE

The Society of Plastic Industries, faced with a national scare over the deaths through suffocation by plastic bags, has turned to radio in a spot and network campaign comprising educational messages. (See *Time Buys*, p. 10.)

Through BBDO, the society is using spot in 50 markets and NBC Radio in a short-term drive advising listeners of the proper method of handling plastic bags so that they don't get into the hands of the moppets. The society believes that these bags, because of their utility value, should be treated with the same care as matches or medicine.

The radio industry is encouraged to provide the maximum support to the objectives of this "advertised public service."

t's UNANIMOUS ooth HOOPER nd PULSE PROVE

KIMN



elivers the GREATEST IMN-PACT IN THE DENVER AREA

FIRST

HOOPER *RADIO* AUDIO INDEX

CITY: DENVER, COLO. MONTHS: MAY-JUNE, 1959

SHARE OF *RADIO* AUDIENCE

TIME	KIMN	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F	STA. G	STA. H	STA. I	STA. J	STA. K	STA. L	STA. M	STA. N	OTHER AM & FM
Monday thru Saturday 8:00 AM-6:00 PM	21.3	15.2	13.2	12.8	5.0	4.2	4.2	4.0	3.9	3.6	3.3	3.3	2.1	1.6	1.3	1.1

FIRST

PULSE SAYS IN MOST HALF HOURS

KIMN is first or tied for first in 113 half hours out of a total of 216 half hours.

AND
KIMN IS NOW NO. 1 IN ALL 4 HALF-HOURS IN THE VITAL AFTERNOON TRAFFIC PERIOD!!! (4 PM - 6 PM)

KIMN

5000 WATTS at 950 KC

☆ Key station of the INTERMOUNTAIN NETWORK

Cecil Heftel, President

Represented Nationally by Avery-Knodel, Inc.

LIBRARIAN-RESEARCH DEPT
NATL ASSN OF BROADCSTRS
1771 -N- ST NW
WASHINGTON 6 D C SUB 1
USR D5-19-39-1275-21R

50,000 more watts

FOR YOUNG PRESENTATION

KDAY

LOS ANGELES announces the appointment, effective July 1, of ADAM YOUNG, INC. as **national representatives**

Now the Adam Young man is 50,000 watts more valuable to you when he comes calling . . . or when you call *him* about your Los Angeles marketing plans.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK
3 East 54th St.
New York 22, N.Y.
Plaza 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
MIchigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
MAin 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

buyers and sellers of radio advertising

U.S. RADIO

VOL. 3—NO. 8

AUGUST

1959

35 CENTS

WINDS
Fall Seen Amid
g Radio Picture
page 27

ING RADIO
ucks Hot Weather
ll With Radio
page 30

NG SALES
ing New Business
io Is Lively Art
page 38

COMMERCIALS
of Methods
Effective Spots
page 42



vid J. Mahoney
umor Ups Radio
75% of Budget;
nt Raps Trends
page 34

WGR *Buffalo, New York*

WSVA *Harrisonburg, Virginia*

now represented by

Edward Petry & Co., Inc.

The Original Station Representative.

MORE NATIONAL ACCOUNTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND
WINN HAS FIVE-STAR REASONS:



We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by
AVERY-KNODEL
INCORPORATED
NEW YORK ATLANTA DALLAS DETROIT
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



ABOVE ALL . . .

WGY DELIVERS

YOUR SALES MESSAGE MORE EFFECTIVELY

WGY will deliver your sales message more effectively in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, New York.

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

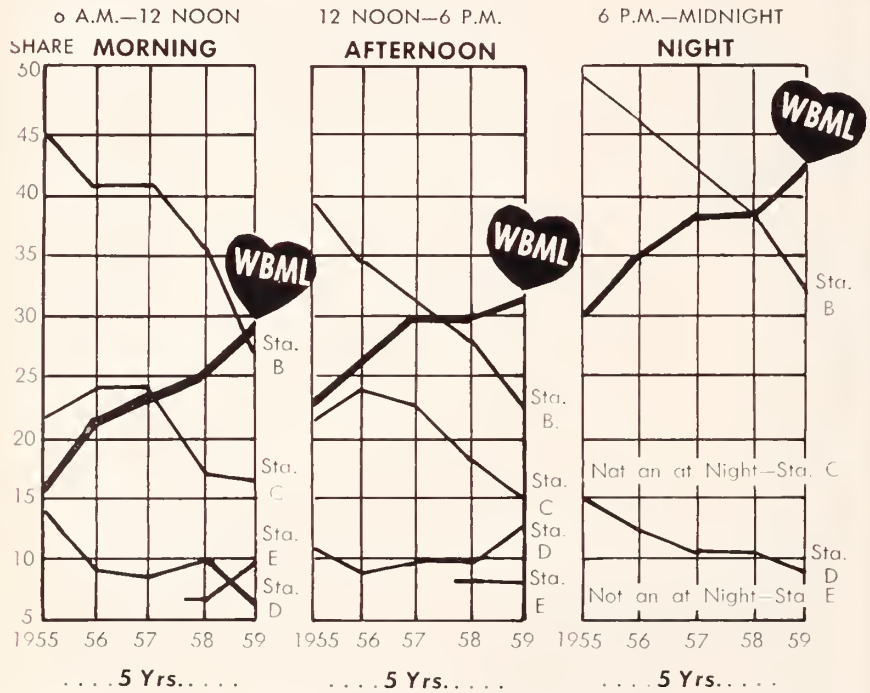
A STEADY FIVE YEAR CLIMB TO . . .

wbml



No 1 in MACON, GA.

DECISIVELY . . . YOUR BEST BUY!



Pulse

When Buying Macon Look to the
№1 Station in Hooper and Pulse!

wbml

MACON'S 24-HOUR MOBILE NEWS STATION

See FORJOE, Nat'l Rep.



STA. B



STA. C



STA. D

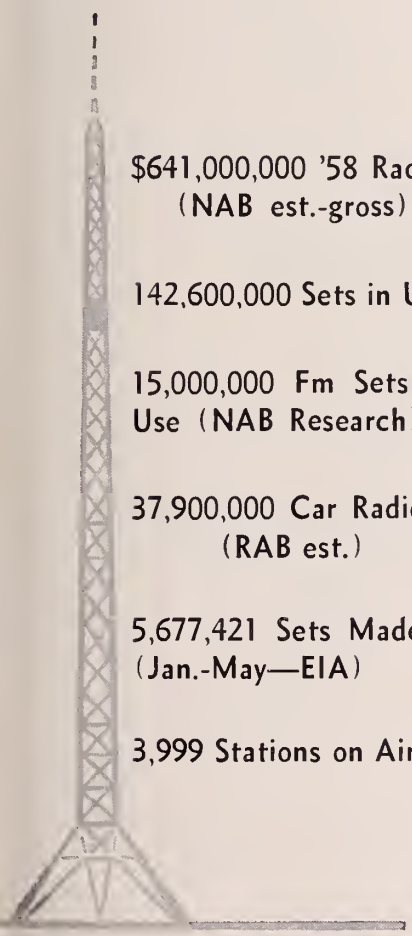


STA. E

* ONE MINUTE CLASS A



Radio's Barometer



$641,000,000 '58 Radio (NAB est.-gross)

142,600,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

5,677,421 Sets Made (Jan.-May—EIA)

3,999 Stations on Air

Spot: Spot radio's biggest single source of revenue is food advertising, Radio Advertising Bureau compilations for the first quarter of 1959 show. A total of 238 food companies advertising 325 different brands accounted for approximately 20 percent of all spot radio time for that period, RAB states. Campbell Soup Co. was the leading food client.

Network: NBC Radio reports sales totaling $1,333,990 in net revenue during the 20-day period ending July 21, according to William K. McDaniel, vice president in charge of network sales. (See *Report from Networks*, p. 64.)

Local: Increases in sales have been reported by four stations—WHK Cleveland, WMCA New York, KSO Des Moines and WTTM Trenton, N. J. Harvey L. Glascock, vice president and general manager of WHK, reports that the station has increased gross revenue 300 percent for the second quarter of 1959 compared with the first quarter. Steve Labunski, vice president and general manager of WMCA, states that this past June was 40 percent ahead of June 1958 and was the biggest gross billing month in the station's 35-year history. Tony Moe, vice president and general manager of KSO, says gross billings have increased 250 percent in the 12-month period covering June 1958 to June 1959. Fred E. Walker, vice president and general manager of WTTM, reports a 9.6 percent increase in sales for the first six months of 1959 compared with 1958.

Stations: The number of am and fm stations on the air as of the end of June totaled 3,999, an increase of 21 (11 am and 10 fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,377	622
Applications pending	516	49
Under construction	123	147

Sets: Total radio set production including car radios in May was 1,039,562; five-month total was 5,677,421. Total auto radio production for May was 476,222; five-month total was 2,262,390. Total radio sales in May, excluding car radios, totaled 400,882 sets; five-month total sales were 2,480,686 sets. Fm set production for May totaled 48,841. • • •

KBOX
the
HOTTEST
thing in the DALLAS MARKET– from 9th Place to **2nd Place** in ONLY 9 months



1st station in Dallas (KLIF)
2nd KBOX May-June 1959*
3rd KBOX May
4th KBOX April

5th KBOX February
6th KBOX January
7th KBOX December
8th KBOX October
9th KBOX August 1958

*May-June Hooper, 1959

KBOX

BUY Radio when you buy media BUY Balaban when you buy radio BUY KBOX when you buy Dallas and you BUY the people who BUY

THE BALABAN STATIONS
in tempo with the times

WIL St. Louis — **KBOX** Dallas — **WRIT** Milwaukee

JOHN F. BOX, Jr., Managing Director
EDWARD T. HUNT, General Mgr.

Sold Nationally by
Robert E. Eastman & Co., Inc.

for buyers and sellers of radio advertising

U.S. RADIO

AUGUST - 1959 VOL. 3 - No. 8

. . . IN THIS ISSUE . . .

What Will Fall Bring? 27
Amid Predictions of a Bright Fall
Are Signs of a Changing Radio Picture

Benrus Summer Watchword 30
Firm Bucks Its Industry's Hot Weather
Standstill, Uses Radio for Today Line

Portable Partners 34
Good Humor Ups Radio to 75% of Budget;
President Mahoney Takes Medium to Task

Building Sales 38
Developing New Business for Radio
Is Becoming a Lively Station Art

Effective Commercials 42
An Analysis of Top Radio Commercials
As Judged by John Blair & Co. Panel

Question and Answers 46
How Complete Should Timebuyer's
Data Be on Marketing Factors?

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	71
BPA Memo	58	Report on Fm	70
Commercial Clinic	54	Report from Networks	64
Editorial	76	Report from RAB	61
Focus on Radio	48	Report from Representatives	62
Hometown U.S.A.	51	Silver Mike	20
Letters to Editor	24	Soundings	7
Names and Faces	74	Station Log	56
Radio Registers	60	Time Buys	8
Radio Research	72	Washington	17
Report from Agencies	63		

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Accepted as controlled circulation publication at Baltimore, Maryland.

51.7%

of the total automotive gross sales are made in the KEYSTONE COVERAGE AREA!

● Eighteen and one half BILLIONS of DOLLARS in automobiles and accessories are purchased in areas covered by Keystone stations.

We'll be happy to send you our just completed KEYSTONE AUTOMOTIVE STUDY and our latest STATION LIST. Write to our nearest office:

CHICAGO 111 W. Washington St. STate 2-8900
NEW YORK 527 Madison Ave. ELdorado 5-3720
LOS ANGELES 3142 Wilshire Blvd. DUnkirk 3-2910
SAN FRANCISCO 57 Post St. SUtter 1-7440
DETROIT Penobscot Building

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



Sky's the limit
in Kansas City

The 707's are flying east and west. New 1¼-million-dollar expansion at the Municipal Airport. A great new Mid-Continent International Airport a few miles to the north. Kansas City's airborne the modern way.

The airborne way for you to tap this changing, growing, big-spending market of more than a million persons is with KCMO-Radio. It's Kansas City's family radio station. For tots, teenagers, adults — not just "cats." It's Kansas City's only 50,000-watt radio station. It reaches into rural counties in four states. It sets the pace in news, music, public service.

So to give sales a lift in Kansas City, put your next flight of spots on KCMO-Radio. 810 kc CBS radio network.



Photo: A. B. Crank



KCMO~Radio

E. K. Hartenbower, Vice-President and General Manager
R. W. Evans, Station Manager

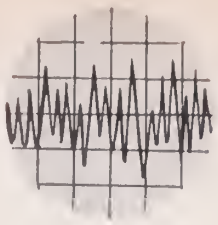
The Tall Tower at Broadcasting House / Kansas City, Missouri

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency.

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

soundings



Idea for National Coverage Study Is 'Noodled' by Pulse

Still in the "noodling" stage at Pulse Inc. is an idea to provide a station-by-station national coverage study. It would be based on data that, for the most part, is already available through its many city and area studies. The idea has been suggested to Pulse by a representative organization, although no action—either confirming or denying the plan—has been taken. The only national coverage study presently available in radio was done by Nielsen in 1956 (NCS#2).

Bright Fall Is Seen On Radio Horizon

A generally healthy sales outlook is predicted for the fall months (see *What Will the Fall Winds Bring?* p. 27). Just as importantly, however, is the forecast that the coming months will see the jelling of structural changes in radio's economy. For example, shorter and shorter advance commitments on campaigns because of the easy in, easy out nature of radio.

Watch Manufacturers Clock Summer Radio

Radio's summer-timely attributes may prove to be what the watch-making industry is looking for to stimulate its brand-name sales. Beset with problems over list prices and discounts, the industry is noting with interest the headway made by the Benrus Watch Co.'s new "Today" merchandising program in teaming up with summer radio. (See *Radio: Benrus Summer Watchword,* p. 38)

Tv Programs to Get Radio Promotion

The sound medium, maintains Broadcast Times Sales Inc., New York, is the logical voice with which to promote tv programs. Pre-empting the service heretofore provided chiefly by local newspapers, BTS is offering clients who buy radio time a tag line on their commercials reminding listeners of time and place of the product's programs on tv. BTS reports almost all its stations endorse the plan; the firm anticipates enthusiasm on the part of advertising agencies.

Co-op Plans of Advertisers Being Compiled by RAB

Information for a new and expanded Co-op Data Book is currently being gathered by the Radio Advertising Bureau, which expects to release the information to member stations late this fall. All major fields of business will be represented in the book, RAB declares, with both national and regional advertisers cooperating directly with the bureau in supplying such details as: Products for which co-op money is supplied; details of the allowance plan; what material is available from the manufacturer in the way of copy; billing methods prescribed by the firm.

Cross-Index of Rating Values Offered Timebuyers by WQXR

A mathematical "brain" with which a timebuyer can calculate the significance of a rating in one market compared with that in another is being distributed to interested timebuyers by WQXR New York. The computer, an updated version of one issued several years ago, shows the number of radio homes represented by ratings from 1 to 11 in 10 markets—New York, Boston, Chicago, Detroit, Cincinnati, Los Angeles, St. Louis, Philadelphia, San Francisco and Washington, D. C. It shows that a rating of 1.5 in New York, for example, represents more listening homes than a 6 in Detroit.

WPTF
Raleigh-Durham
the Nation's
28th
Radio Market
32-county 1959
PULSE again shows WPTF FIRST *all the way from sign on to sign off . . . with a* **36% share of audience** *that is almost* **three times** *that of our nearest competitor, a 12-station local network.*



WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham
and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

American Can Co.

Agency: *Compton Advertising Inc. New York*

Product: BEER IN CANS

A late-summer opener that promotes the beer industry as well as the advertiser started this month, will continue through August in 20 New York markets with 5 to 20 daytime minutes per market. Joe Burbeck is timebuyer.

American Motors Corp.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Product: RAMBLER

The expected air-time acceleration of the automotive industry this fall is off to an early start, thanks to Rambler's current radio buy. An eight-week campaign which started July 27 includes one-minute commercials on a "high frequency" basis in prime morning and evening traffic times in more than 80 markets. Additionally, NBC's *Monitor* is carrying 20 announcements each weekend as part of a continuing 52-week schedule for American Motors. Betty Powell is timebuyer.

American Tobacco Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: RIVIERA CIGARETTE

Add a new one to the pack: American's entry into the suddenly burgeoning ranks of menthol cigarettes is now on the air in selected markets —Kansas City, Mo.; Atlanta, Ga.; Cleveland and Akron, O. — with prospects of spreading its spot schedules to other areas as production of Rivieras gets into full swing. Ed Fonte is timebuyer.

Chrysler Corp.

Agency: *Young & Rubicam Inc., Detroit*

Product: 1959 MODELS

Clearing out current stocks in anticipation of the 1960 models, this automotive account is featuring a "Seal the Deal" campaign this month to move Chryslers and Imperials out of the showrooms. The summer clean-up is underway in 90 markets, with frequencies depending on the market. Cal Nixon is timebuyer.

Chun King Enterprises Inc.

Agency: *Batten, Barton, Dustine & Osborn Inc., Minneapolis*

Product: CANNED AND FROZEN FOODS

Radio, as *The Way to the Food Shopper's Heart* (January 1959), is undergoing some heavy traffic from Chun King in a campaign which started last month and is expected to expand soon beyond its present 28 markets. As many as 150 announcements per week are being used to acquaint meal planners with the makings of a luau — "a glamorous Oriental feast as near as your food market."

Robert Curley Ltd.

Agency: *Kenneth Rader Co., New York*

Product: LOCKS FOOT PREPARATIONS

Looking ahead to 1960, this firm currently is testing radio as a prospective major medium for its advertising drive next spring. The product at present has scattered distribution across the country. Kenneth Rader handles the buying.

Gillette Safety Razor Co.

Agency: *Maxon Inc., New York*

Product: SHAVING EQUIPMENT

Eschewing close shaves when it comes to advertising outlays, the company is wrapping up an extensive campaign covering 120 markets after testing the selling approach for teenagers for eight years in a total of six markets. Buying for the campaign is on a "personal visit" basis, with 10 to 20 more stations yet to be contacted. Schedules have been on the air since last spring in some

(Cont'd on p. 12)

In the first six months of 1959, WMAQ Radio's local sales were 33.6% ahead of the same period last year. And the month of June not only proved to be 57.3% greater than June of last year, but the biggest month in WMAQ's entire 37-year history! Big talk like this is possible because WMAQ Radio gets action for its advertisers . . . buying action from Chicago's adult audiences. For your authoritative voice in Chicago, talk big on . . . WMAQ

NBC Owned 670 in Chicago Sold by NBC Spot Sales



big

talk!



52% of all reported sponsored hours in network radio are on the

NBC RADIO NETWORK

. . . the leadership radio network which, in the last 18 months, has attracted 137 different national advertisers



ALWAYS... a jump ahead

The vibrant enthusiasm of staying a jump ahead of our contemporaries is a vital part of all personnel at KONO in San Antonio.

It's an enthusiasm that keeps listeners' ears keenly tuned to the times . . . for first in news . . . finest in music.

It's an enthusiasm that keeps San Antonio's largest radio audience buying at fever pitch . . . day after day.

For remarkable facts about the "jump-ahead" KONO . . . see your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC
KONO
JACK ROTH, Mgr.
SAN ANTONIO, TEXAS

markets. About 25 announcements per station per week are being used, with 100 or more in some areas. Disc jockey programs are the vehicles for the commercials; the campaign may extend "indefinitely," the agency reports. Ray Stone is timebuyer.

Glamorene Inc.

Agency: *Jules Power Productions Inc., New York*

Products: RUG, UPHOLSTERY, OVEN CLEANERS

With an eye to Spring 1960, the company is expected to foster a "clean sweep" campaign next year with a seasonal splurge of spot radio that may account for $100-125,000 of the firm's advertising budget. Jules Power supervises timebuying for the client.

Household Products Inc.

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York*

Products: SULFUR-8 SCALP CONDITIONER, GLOSS-8 PRESSING OIL, SULFUR-8 MEDICATED SHAMPOO

Campaigns for these products designed for the Negro market will be launched aerially in September and October in an estimated 86 markets throughout the United States. Spot radio on a 52-week basis is being lined up now, with frequencies depending on the market. The agency reports that sales potential rather than Negro population figures determine the "geography" of the schedules; in northern markets, sales may run double the per capita figures for southern markets. Sidelight: Three northern cities—New York, Chicago and Philadelphia—now have larger Negro populations than four southern states, according to agency statistics. Media supervisor on Household Products is Madeline Allison; timebuyer is Dorothy Glasser.

The Lander Co.

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York*

Product: DIXIE PEACH

This cosmetic item, another product manufactured for the Negro market (see above), is also scheduled to take to the airways next month in major buying areas throughout the country. Along with a number of other Negro specialties, Dixie Peach joined the list of KHCC &A accounts recently upon the merger of Herschel Z. Deutsch & Co. with that agency. Deutsch's clients were primarily manufacturers for the Negro market. Dorothy Glasser is timebuyer.

The B. Manischewitz Co.

Agency: *Al Paul Lefton Co., New York*

Product: BORSCH

In the idiom of the "beet," a cool rendition of a borsch commercial is now on the air over several New York City stations to test the pull of "Endsville" copy coupled with radio. There are prospects the campaign may migrate to other markets as well if initial results prove good. Saul Israel is timebuyer.

C. F. Mueller Co.

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: MACARONI, SPAGHETTI, NOODLES

The company anticipates a full-course campaign of radio to coincide with the homemaker's autumn back-to-the-kitchen menu. Buying is expected to start this month. Jeff Fine is timebuyer.

Pharmaco Inc.

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: FEEN-A-MINT

Renewing its friendly relations with radio, the "candy laxative" will

be advertised in 120 to 165 markets via as many or more stations, starting in last-half September. The campaign will run for 26 weeks and will include 30-second spots and ID's, in combinations of 10 to 25 announcements per week per station. Jeff Fine is handling the buying assisted by Don Miller and Frank Finn.

Pittsburgh Plate Glass Co.

Agency: *Maxon Inc., New York*

Product: PAINT

A fresh coat of sound is in store for this product next month. Following on the heels of Labor Day weekend, an aerial campaign designed to prompt a spate of do-it-yourself paint-up and fix-up endeavors will start in 125 to 150 markets coast to coast. Approximately 35 one-minute announcements per market will be used during the one-month schedule, concentrated in Thursday and Friday time slots to alert the householder for a weekend of paint projects. Timebuyers are Charles O'Donnell and George Huelser.

Q-Tips Inc.

Agency: *Lawrence C. Gumbinner Inc., New York*

Product: COTTON SWABS

Donning a new schedule of radio for the fall, Q-Tips is stepping out as of September 8 in a double ensemble of spot and network. The spot buy covers 25 major markets outside New York, and includes from 20 to 38 announcements a week for a 13-week period. The network lineup includes five announcements a week on the CBS *Art Linkletter Show* for the same 13 weeks. Anita Wasserman is timebuyer.

Shell Oil Co.

Agency: *Kenyon & Eckhardt Inc. New York*

In taking note of the oil industry's centennial year, Shell reportedly is contemplating additional buys similar to its recently acquired hour-long *Stereo Previews* each Tuesday evening on WQXR New York. A 52-week contract signed last month with the station places Shell in the circle of stereophonic program sponsors. In part, current advertising promotes the centennial observance by describing the importance of oil to the growth of the American economy. Lucy Kerwin is timebuyer.

Sutton Cosmetics Inc.

Agency: *Lawrence C. Gumbinner Inc., New York*

Product: DEODORANT STICK

The second 13-week cycle of this product's radio tour starts September 8 in six markets. Anita Wasserman is timebuyer.

Vitamin Specialties Co.

Agency: *Henry S. Goodsett Advertising Inc., Philadelphia*

Products: MULTIVITES, OTHER VITAMIN ITEMS

On Philadelphia stations for more than a year, the company is now contemplating expanding its aerial time via a network buy. Almost all of the firm's advertising budget, which has more than doubled in the past 12 months, is presently in the sound medium.

The J. B. Williams Co.

Agency: *Parkson Advertising Agency Inc., New York*

Product: AQUA VELVA

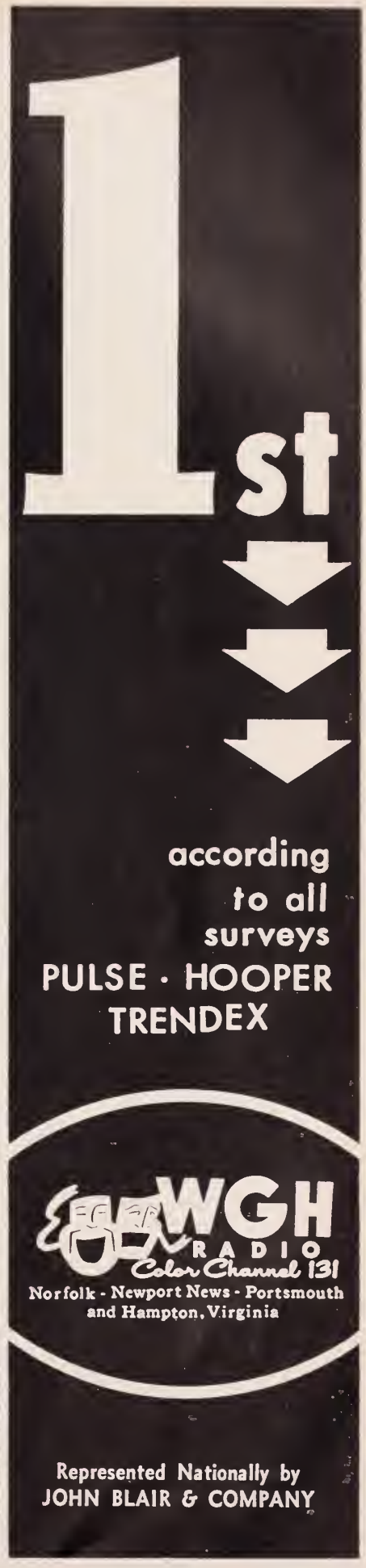
An "impact" test starting this month over four or five stations may blossom into a wide-scale campaign by fall, depending on results. The schedules already underway will run for 26 weeks, using traffic times to attract the listening of the men in the family. Ruth Bayer is handling the buying.

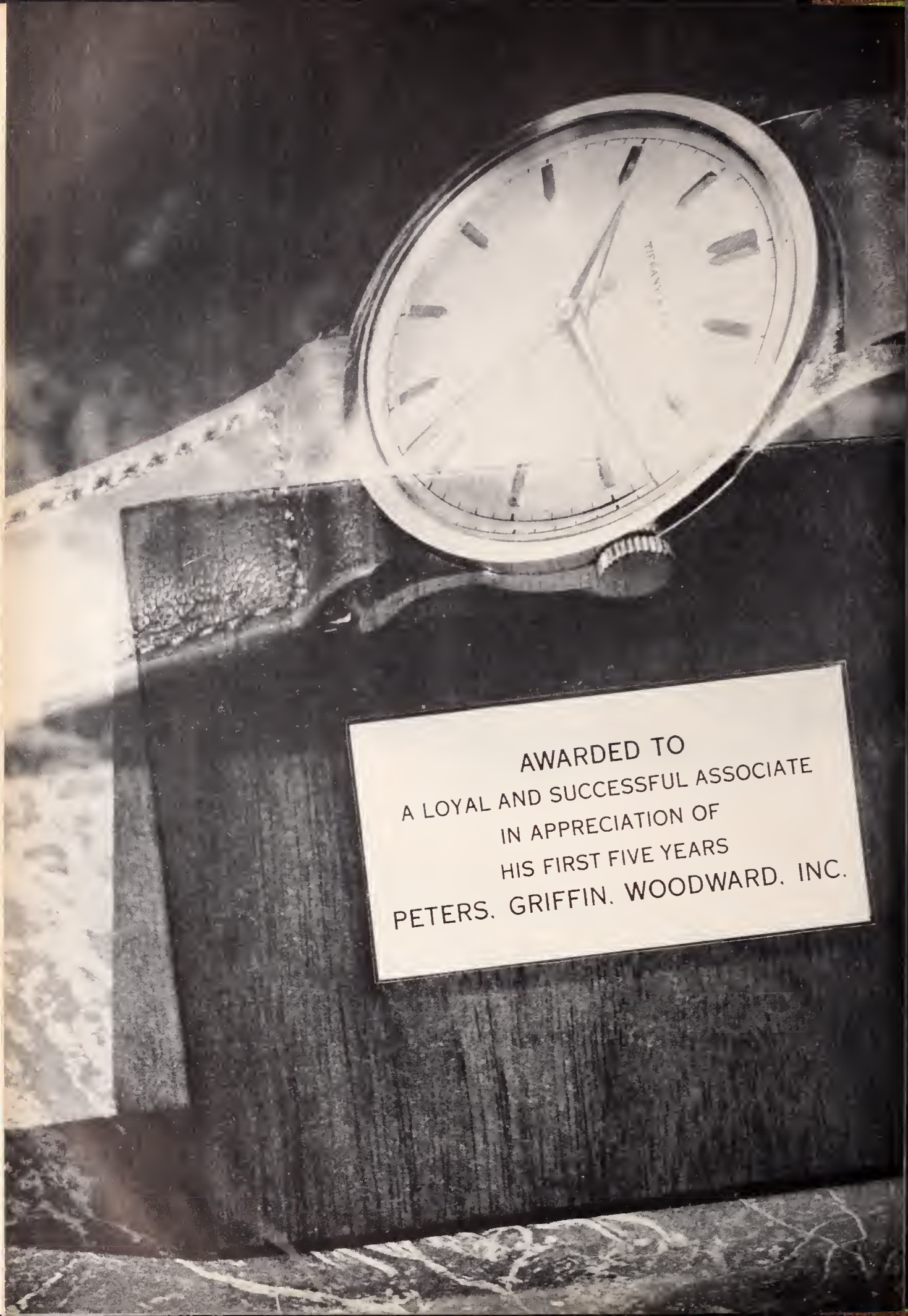
The J. B. Williams Co.

Agency: *Parkson Advertising Agency Inc., New York*

Product: CONTI SHAMPOO

High hopes of growing into a sizeable campaign in multiple markets are attached to the initial buy of 16 weeks on four New York City stations. A high frequency of announcements is now on the air in the first market, with one-minute and 10-second spots throughout the day directed at the women's audience. Ruth Bayer is timebuyer.




AWARDED TO
A LOYAL AND SUCCESSFUL ASSOCIATE
IN APPRECIATION OF
HIS FIRST FIVE YEARS
PETERS. GRIFFIN. WOODWARD. INC.

THE PGW COLONEL SAYS:

"Here at PGW we
operate on the theory
that our Colonels work
about five times as hard
as the next fellow"

That's why we award a gold watch to *every* **PGW** employee after five years with us, instead of waiting for the customary 25 years of service.

We are happy to say that 59 Colonels and Colonelettes at **PGW** have already been presented with their five-year watch . . . we're happy because we like people who like hard work. Don't you?



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

overwhelming admission

"Judging from the crowds attending our shows, it is very obvious that the 'Sound of Quality' on WRC is doing an excellent selling job for our pictures at all of Loew's theatres in Washington." (signed) Orville Crouch, Eastern Division Mgr., Loew's Theatres. Further evidence that nothing has the power to *move* audiences in Washington, D. C., like the "*Sound of Quality.*"

WRC

NBC Owned
980 in Washington, D. C.
Sold by NBC Spot Sales



washington



Equal Time Issue Makes Summer Even Hotter

The limitations of Section 315 of the Federal Communications Act—the equal-time clause—have served to make the summer even hotter. The FCC, bound in its interpretation of the clause, has been the center of controversy over its decision not to exempt news-type broadcasts from the equal-time provisions.

While at press time final action was being awaited from the Senate and House for positive remedial legislation that would alter the act, the FCC did take steps to toughen equal-time requests. In the first place, any request for equal-time must be made within a week of the challenged broadcast. Secondly, those asking equal time must prove they are qualified candidates seeking the same office as the one who made the challenged broadcast.

FCC Turns Down Daytimers' Action

In another action issued last month, the FCC turned down a request by daytime-only am stations for an extension of their operating hours, following a seven-month inquiry. The commission ruled that it was not advisable to authorize these stations to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later) instead of the present sunrise-to-sunset requirement. Also under consideration was an alternate request by the Daytime Broadcasters Association for a two-year interim and experimental operation.

The FCC stated: "We are unable to find an expression of any local need which is impossible of substantial fulfillment under existing rules for station licensing and which is so great or pressing as to warrant widespread disruption of the existing radio service now enjoyed thereunder and relied upon daily by millions of citizens." According to the commission, this change would be particularly undesirable and unwarranted where the result of the stations' request would be to disturb the regular radio service to rural farm areas and small urban communities.

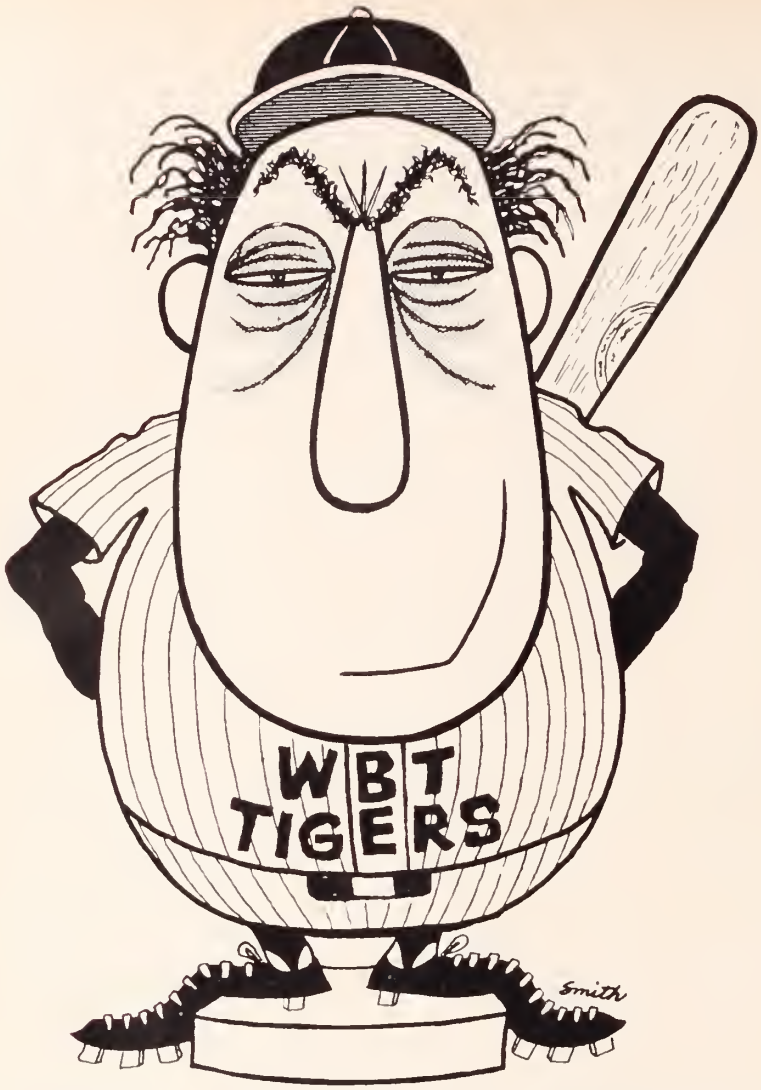
Broadcast Manpower Needs Stressed by Fellows

The development of manpower at all levels of operation is of prime importance to the broadcasting industry, according to Harold E. Fellows, president and chairman of the board of the National Association of Broadcasters.

Mr. Fellows, speaking last month before 60 broadcasting executives at the two-week NAB-sponsored Management Development Seminar, held at the Harvard Business School, said, "If our industry is to realize its full potential, you and I, as its leaders, must devote more time to the quality of its people. . . Certainly in the case of broadcasting, as much as or more than in the case of most other professional and business pursuits in the United States, the future depends upon adequate manpower at all levels of activity."

It may be necessary for a greater organized effort at the community, state and national levels in order to attract the best of the American youth, says Mr. Fellows.

(Cont'd on p. 18)



We're on First again!

Actually, WBT doesn't get many singles. Most of our hits are home runs.

Like during the March 1959 area Pulse. We scored 214 firsts to our opponents' 2. There were 60 opponents, too!

Obviously, this is a pretty fast league. Our line-up of sluggers (Pat Lee, Grady Cole, Clyde McLean, Alan Newcomb and 22 others) always comes through to keep us on top.

Pitch in with the WBT team. Let our "murderer's row" of personalities, programming and power put your product in contention for the pennant in the nation's 24th largest radio market. Call CBS Radio Spot Sales for our box score.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

"Equally important," he states, "will be an intelligent and well-directed effort to better equip for greater responsibility those people that we have."

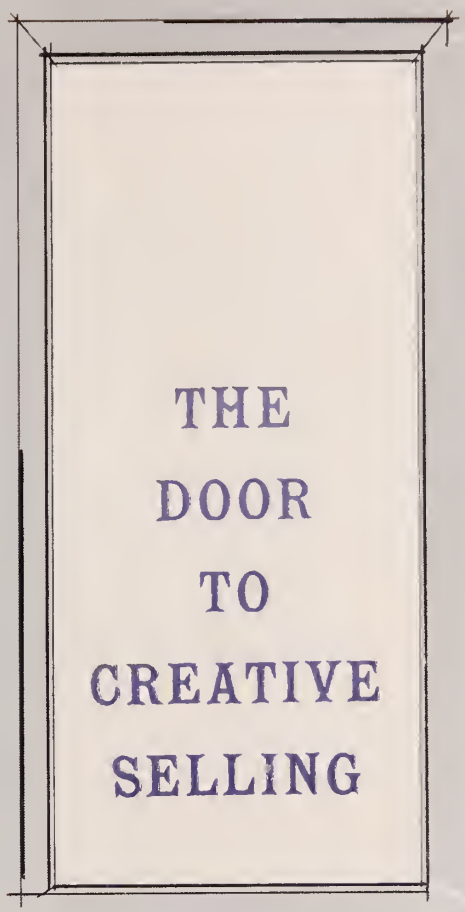
Mr. Fellows remarked that the seminar was a part of just such an effort, "perhaps, in a sense, the apex of such an effort. Deliberately we have chosen to start at the top of the educational pyramid with a development course for top executives." The intention of the NAB is to move into other areas of training, with courses to fit other levels of responsibility.

NAB Sponsors 13th Annual Contest

An example of the effort being made by the NAB to interest the American youth in the broadcasting industry is the annual Voice of Democracy Broadcast Script Writing Contest for High School Children. The contest, now in its 13th year, is sponsored by the NAB and the Electronic Industries Association, with assistance from the Veterans of Foreign Wars. The state associations of broadcasters are sponsors in most cases, with local contests being run by radio and tv stations and VFW posts.

The contest is held during the fall school year throughout the 50 states and the District of Columbia, with 10th, 11th and 12th grade students in public, private and parochial schools eligible to enter. Contestants must write and deliver orally five-minute scripts, suitable for radio or tv broadcast, on the theme, "I Speak for Democracy."

A $1,500 scholarship to any accredited college is the top award to the national winner of the contest. Also, four national finalists receive gold recordings of their scripts, and the winner from each state is brought to Washington, D. C., with all expenses paid, for the national awards ceremonies. A Certificate of Merit is given to the winner in every school, community and statewide contest. • • •



The Weed organization, one of the pioneers in the field of station representation, is proud to announce a major expansion of its client services—the establishment of a marketing and research division under the direction of William B. Crumley.

A new concept in client service, the Marketing and Research Division encompasses all areas of creative selling with particular emphasis on the development of effective sales approaches for Weed represented stations.

Perhaps your station might benefit from a comprehensive market analysis and competitive report. Our door is open to you.

WEED

RADIO CORPORATION / TELEVISION CORPORATION

New York, Chicago, Detroit, St. Louis, Boston, Atlanta, Dallas, San Francisco, Los Angeles



Getting much supermarket business? RCA Thesaurus has an exclusive programming-promotion package that makes it easy to sell to supermarkets.

Here's what Joe Klass—Sales Manager of station KITO, San Bernardino, California has done with the RCA Thesaurus Supermarket campaign:

"Stater Bros. using **182 spots weekly** all year 'round with SUPERMARKET RADIO CAMPAIGN . . . income over $14,500!

What's more . . . 90 new accounts were sold on KITO in past few months using Thesaurus commercial jingles."

Check out details. Write today!

RCA **THESAURUS**

155 East 24th St., New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

the *Silver Mike*





THIS MONTH:

ROBERT F. HURLEIGH
President
Mutual Broadcasting System

Now Captain of Plan He Started Two Years Ago

When the latest reorganization of Mutual Broadcasting System was being put together, there was one reason for optimism: The new president, Robert F. Hurleigh, was finally in a position to captain the plan he had instituted two years ago.

Now called the Hurleigh Plan, it is the basic agreement between Mutual and affiliates. It calls for a minimum of option time, only six hours a week which are limited to Sundays and religious commercials; for 34 five-minute newscasts daily, with those on the hour going to the station for local sale and those on the half-hour belonging to the network.

This is the basic Hurleigh Plan which went into effect June 2, 1957, following the sales job Mr. Hurleigh performed on MBS management and affiliates.

The way Mutual sees it this is the first time in five or six years that a broadcaster has been head of the network, not since the days of Tom O'Neil.

Having gone through four major ownership and management changeovers in two years, Mutual looks ahead laying even greater stress on its network concept of "service to independent stations." With its emphasis on news and public affairs, Mutual considers it a windfall that its new president is a newsman first.

Mr. Hurleigh joined Mutual in Chicago in 1945, following two years as midwest bureau chief for the Associated Press. He initiated his news career in Washington, D. C., with the former *Times-Herald* in 1929. Mr. Hurleigh first became a broadcaster in 1933 when he joined WOL Washington, MBS' former affiliate there, as a newsman. Three years later, he became news chief of WFBR Baltimore, Md.

In 1941, Mr. Hurleigh joined AP in Washington and a year later was transferred to Chicago to organize the radio news bureau there.

Joining Mutual in 1945, Mr. Hurleigh has served both as a newsman and commentator until his appointment as president. He moved to Washington in 1954 as head of that office's news set-up. In 1957, he was elected vice president in charge of news and public affairs in Washington and this past March was named vice chairman.

Mr. Hurleigh, elected MBS president last July 1, will divide his time between New York and Washington.

• • •



GOOD MUSIC rings up sales in Los Angeles...
and registers continuous renewals such as these:

SLAVICK JEWELRY CO.	*15th year*	REPUBLIC VAN & STORAGE CO.	*6th year*
UNION PACIFIC RAILROAD	*10th year*	THE PRUDENTIAL INSURANCE CO.	*6th year*
BARBARA ANN BREAD	*10th year*	MARTIN MOTORS	*6th year*
HAR OMAR RESTAURANT	*8th year*	CINERAMA	*6th year*
KIP OINTMENT	*7th year*	BERLITZ SCHOOLS OF LANGUAGES	*5th year*
WALLICHS MUSIC CITY	*7th year*	PEPSI-COLA	*3rd year*
YELLOW CAB CO.	*6th year*	RCA-WHIRLPOOL	*3rd year*

...more than 40 sponsors in their 2nd to 19th year!



KFAC

The Music Stations for Southern California

24-hour simultaneous AM-FM at one low cost

Represented by The Bolling Co., Inc.

PRUDENTIAL SQUARE • LOS ANGELES

GOING STEADY FOR 25 YEARS

It was love at first hearing. HPL became the housewives' darling on KNX, Los Angeles in 1934. It initiated a daring new program concept: talk. Friendly talk to real people. No scripts. No scripted commercials. And in the beginning, no clients.

HPL was an honest suitor. It was out to build unique listener confidence. When housewives wrote in by the thousands, "gimmicky" clients wanted in. And in the depression year of 1934, you needed a long-term perspective to keep them out.

Finally, a dairy in California, the Golden State Co., asked us to sponsor its new vitamin D milk. Two weeks later there were 8,000 write-in replies. The Housewives' Protective League was in business.

Today, HPL is in 8 major markets, delivers 3,736,000 listener impressions weekly.* It is, probably, the most sales-effective program in the history of radio. **Pulse, Inc.*

HPL has worked hard to make this marriage a success. To this day, each HPL product is checked thoroughly before it's accepted for sponsorship. For listeners, an HPL approval is like a personal endorsement. They hear. They believe. And they buy. It's an audience of completely trusting housewives. That's the way we wanted it. That's the way it is. (Where else can you find a locally originating program that has endured for so long?)

If there is a program format that yields better results, we'd like to know about it.** Until then, you are invited to join us for another 25 prosperous years. ***We've just reproduced 80 thank-you notes, all with 1959 datelines. May we show you a copy?*



THE HOUSEWIVES'
PROTECTIVE LEAGUE
"The Program That
Sponsors the Product"

HPL

Represented by CBS Radio Spot Sales
WEEI, Boston; WBBM, Chicago;
KNX, Los Angeles; WCBS, New York,
WCAU, Philadelphia;
KMOX, St. Louis; KCBS, San Francisco;
WTOP, Washington, D.C.

No. 1 LEADERSHIP



AL CROUCH
News Director

NEWS

U.P.I. AWARD

for BEST NEWS STORY
Contributed 1958 - 59!

"BLUE BOX"
ELECTRONIC
REPRODUCTION

Advance Engineering

Now . . . ET commercials reproduced on sealed tape—never touched by human hands . . . for the finest Hi-Fi quality . . . automatic cueing . . . and full, rich reproduction!

HOUSTON
AUDIENCE
RATINGS

HOOPER
MAY-JUNE, 1959

NIELSEN
JAN.-FEB., 1959

PULSE
JAN.-FEB., 1959

AIMS

All Agree

K-NUZ is No .1

IN TOTAL RATED TIME PERIODS
Still the **LOWEST COST** per Thousand
Listeners in the Houston Market!

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:

THE KATZ AGENCY, Inc.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

LETTERS TO

Fm Report

Congratulations on the comprehensive and thoroughly professional fm report in the July issue (*Will the Cash Register Ring for Fm?*). The station listing alone is of inestimable value.

Once again U. S. RADIO has performed a real—and much needed—service.

Joe Gans
Joe Gans & Co. Advertising
New York

Congratulations on a superb job on fm. The best thing of its kind in quite a while.

Would you kindly quote me the price for reprints of *Will the Cash Register Ring for Fm?, Style Guide for Fm, Report on Fm* and your editorial, *Future for Fm.* I would suggest that you issue a special report containing all these items in a single package.

Arch Harrison Jr.
Program Manager
WFVA Fredericksburg, Va.

Ed. Note: Fm material is now available in a single 12-page reprint.

PLEASE MAIL FIFTY COPIES THE JULY 1959 ISSUE. THANK YOU FOR FINE REPORT ON FM.

Rod Kennedy
Owner and Manager
KHFI-FM Austin, Tex.

I would like to express my sincere appreciation for the excellent coverage on fm in your July issue.

C. Fredric Rabell
Managing Director
KITT San Diego

Farm Fare

You did a terrific job in your coverage of farm radio (*The Change Down on the Farm,* June 1959).

Quite a bit is being done currently, and rather belatedly I think, to bring home the story of farm radio and what it does, not only for advertisers but also for farmers and their consuming public.

Congratulations on a fine job. I

THE EDITOR

have given it a mention in the *RFD Letter*.

Layne Beaty
Chief, Radio & Television Service
Office of Information
United States Dept. of Agriculture
Washington, D. C.

I certainly enjoyed your story (*Pfizer with Radio Improves Breed and Sales,* June 1959) as well as the other articles dealing with farm radio.

I am sure the Pfizer article and the entire issue were of particular value to the radio farm directors who were meeting in New York recently.

Robert G. Coleman
Agricultural Public Relations
Chas. Pfizer & Co.
New York

[We are] very, very happy with the splendid coverage you gave to the farm market.

Ben Ludy
President & General Manager
KWFT Wichita Falls, Tex.

My heartiest congratulations to you for the excellent farm story.

It's constructive articles like *The Change Down on the Farm* that not only help the industry in general, but stations like WBAL in particular, which takes a great deal of pride in the several hours weekly devoted to agriculture [for which we] employ a farm director.

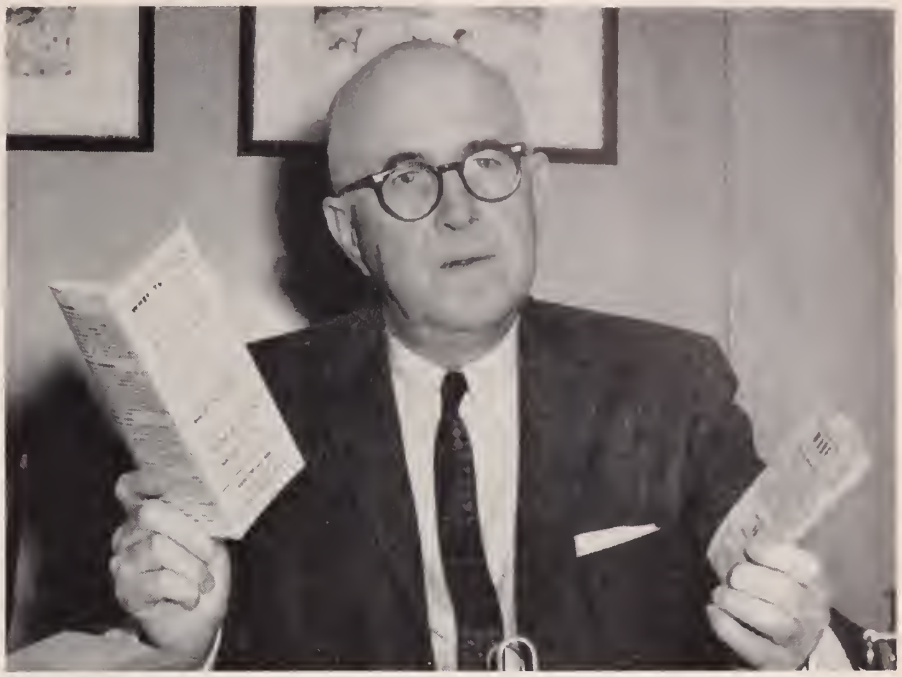
Thomas S. Carr
Station Manager
WBAL Baltimore

Your issue devoted to farm radio was of interest to me since I had been in farm radio for five years managing one of the power-house stations in the Midwest. I was surprised to see that you had not devoted any space at all to a relatively new facet of farm radio, the programming of music and news. . . .

Alan Henry
General Manager
WNHC New Haven, Conn.

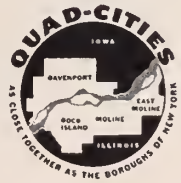
Ed. Note: See pages 31 and 48 of the June issue for the farm programming change-over undertaken by WKY Oklahoma City.

A WHBF PLUS SIGN • NO. 2



Maurice Corken, assistant general manager of WHBF and WHBF-TV says:

WHBF adheres to its published rates . . . assures advertisers equal, fair treatment



Without assuming a holier-than-thou attitude WHBF desires simply to state this fact about its business policy. Fair rates are maintained for excellent coverage of the market. WHBF clients can be sure that they receive all WHBF broadcasting services at the card rate —with equal treatment to everyone.

We believe that this policy fosters sound, productive business relationships. This factor together with the usual standard criteria for measuring a station's strength is why WHBF is selected repeatedly by agencies and advertisers to promote the sales of their products to the Quad-City market. Mutual respect and integrity contribute an extra measure of satisfaction to these frequent transactions with many, many clients.

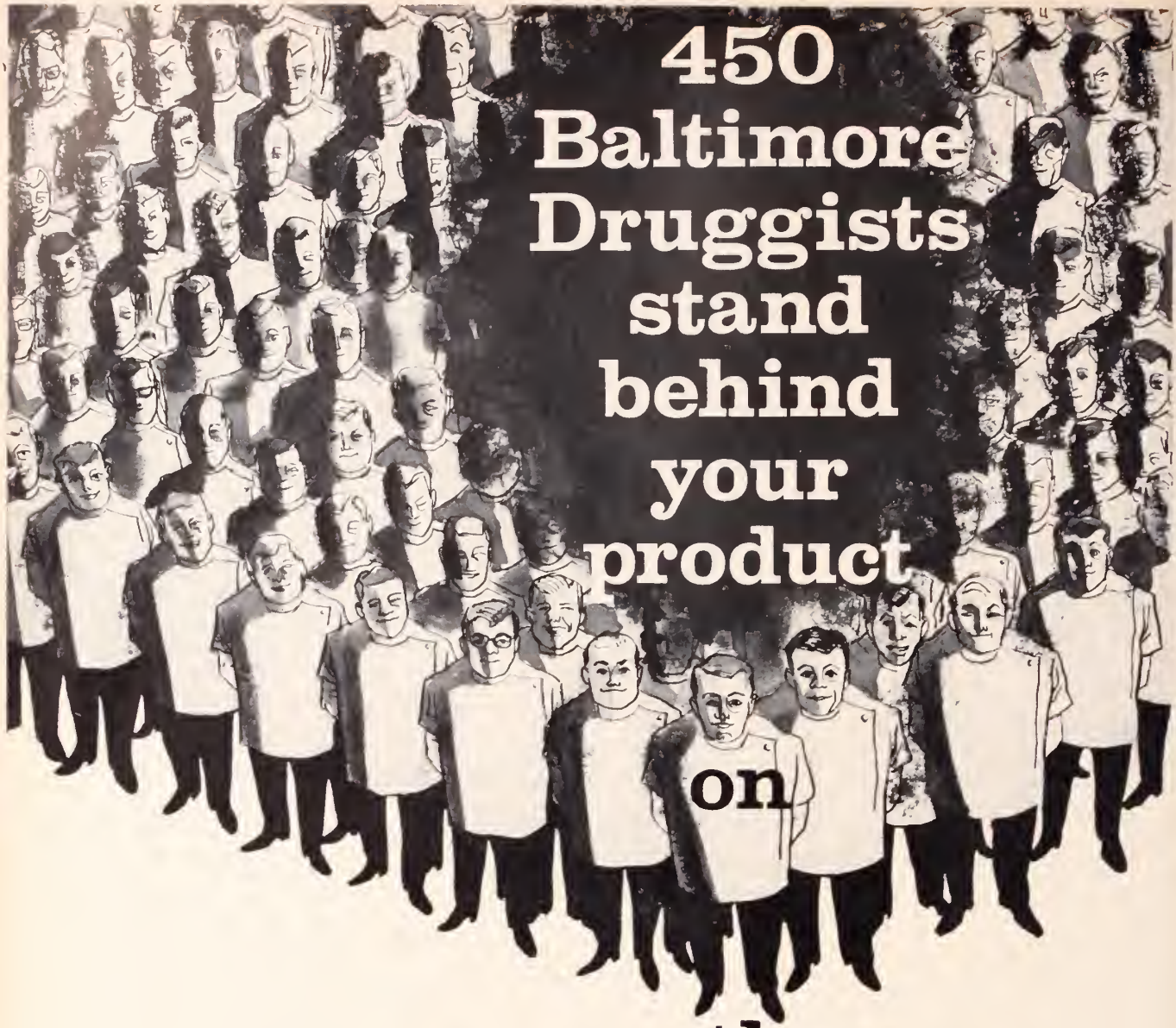
Ask Avery-Knodel, or write to Maurice Corken, WHBF, Telco Bldg., Rock Island, Ill., for recommendations and availabilities . . . radio or television.



STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF 5,000 WATTS

Covering Western Illinois and Eastern Iowa for 34 years



the WITH

RADIO BALTIMORE

SpotLight Drug Display Plan!

Get it now for *your* drug-store product—W•I•T•H's exclusive SpotLight Drug Display . . . your product featured in 450 top-volume drug stores in the Baltimore Metropolitan Area by shelf talkers, window streamers, price tags and cash register strips! PLUS . . . 450 druggists pushing your product!

Only W•I•T•H sells drug-store products so well because only W•I•T•H SpotLights your product on the air *and* in the store!

PHONE, WIRE OR WRITE TODAY FOR FULL DETAILS OF THIS SPECTACULAR MERCHANDISING PLAN!

Rx 450

W•I•T•H SPOTLIGHT DRUG STORES

Tom Tinsley, *President*

R. C. Embry, *Vice President*

National Representatives: SELECT STATION REPRESENTATIVES in New York, Philadelphia, Baltimore, Washington • CLARKE BROWN CO. in Dallas, Houston, Denver, Atlanta, New Orleans • DAREN F. McGAVREN CO. in Chicago, Detroit, Seattle, Los Angeles, San Francisco • OHIO STATIONS REPRESENTATIVES in Cleveland.

Is fall really a new advertising season for radio?

Are campaign commitments in advance becoming shorter?

How closely is radio tied to total advertising outlays?

What Will Fall Winds Bring?

Amid predictions for a bright fourth quarter, the coming months will show, just as significantly, the changed structure of radio

The time is drawing near when the fall winds will be blowing their leaves of decision across the advertising scene.

Predictions of a good fourth quarter for radio are being made. In fact, one major representataive firm believes a "record" season would be in the offing if not for the steel strike.

Specifically, a heavy amount of business is expected from automotive and tobacco categories, which not only have been steady users of radio but also will be marketing new products within the next 60 days.

One way in which the interest in

radio can be seen is the desire for more research and information. George Sternberg, service director of the Pulse Inc., New York, states that the company "has a record number of studies in motion for September, October and November. On the basis of this, it can be said that interest in radio has been higher than at any point in recent years." Pulse now measures radio listening in about 250 markets, ranging from 12 studies a year to one a year.

The A. C. Nielsen Co. has just released a research study that will help radio overcome one of its most pressing problems—the concentration of announcements in driving hours and the relative resistance to the remainder of the day.

The research firm shows that the so-called prime hours of 7 to 9 a.m. and 4 to 6 p.m. account for only 21 percent of listening throughout the day (for figures, see chart on adjacent page).

This revelation strengthens the radio story of spreading announcements through the day and week in order to reach the complete audience of a station.

Amid a generally optimistic outlook for the coming months, the fall this year appears to have special meaning.

According to a survey of industry observers, basic changes that have been under way for a long time in radio's economic structure appear to have solidified.

What are these changes?

- The surprising fact that the fall may not actually mean the beginning of a new advertising season for radio.
- The short-run—easy to move into and out of—nature of radio has done away with advertiser commitments far in advance.
- National radio expenditures are linked more closely with total advertising outlays than ever before; in fact, radio is more sensitive than any mass medium to the rise and fall of ad budgets.

Among the brighter predictions for the fall is one from Frank Headley, president of H-R Representatives Inc., who believes the remainder of the year shapes up well.

"There will be increases for radio in general with local, of course, leading the way. The outlook for spot radio in the second half of 1959 is good. We should see more activity than in the first half of the year with an over-all increase for 1959 vs. 1958.

"Although radio's gross billings continue to rise," Mr. Headley continues, "there is a need for more aggressive action at agency plans board levels to swing additional spot dollars into radio. The medium is playing an ever increasing and vital role in today's communications and should play a bigger part in advertisers' campaigns."

Horizon

A generally "good" fall is on the horizon, according to Art McCoy, executive vice president of John Blair & Co. He stresses, however, that the short-run nature of radio makes it difficult to tell specifically how good it will be until the time actually arrives.

This view receives much support from other industry leaders, who maintain that the easy-in, easy-out structure of radio has created shorter and shorter advance commitments. In fact, one major radio-only representative firm does not accept business more than 30 days before it is scheduled to start.

It is easy to ascertain that this method of buying radio has its pitfalls, as well as its advantages. Radio salesmen, however, own up to the fact that it was they who sold advertisers and agencies on this form of "flexibility."

There are many signs, some more obvious than others, that testify to the changed structure of radio. One glaring example is that the old talk about summer hiatus is about as meaningless today as speculation on

CLOCKING SPOTS AND PROGRAMS

One-minute announcements and five-minute program lengths are the most popular advertiser vehicles in radio today. A Radio Advertising Bureau analysis of nearly one million announcements and about 43,000 programs, during the first quarter, shows the trend:

ANNOUNCEMENTS

60-Second . .	68.7 percent
6-Second . .	15 percent
10-Second . .	6.1 percent
20-Second . .	3.5 percent
30-Second . .	3.5 percent
3-Second . .	3.2 percent

The three-second and six-second categories represent, for the most part, the advertising of Sinclair Refining Co. (six-second) and Chock Full O' Nuts coffee (three-second)

PROGRAMS

5-Minute . . 54.5 percent	10-Minute . . 8.1 percent
15-Minute . . 20.7 percent	Over 15 Minutes . . 16.7 percent

whether it is possible to cross the Atlantic non-stop by plane.

In fact, such veteran radio men as Mr. McCoy believe that "Summer may very well become the best months of the radio year."

Moot Point

Even more than that, Mr. McCoy states, "The traditional occurrence of seasonal upswings is a moot point in radio. We have found that our sales curve, rather than facing sharp inclines and declines, follows a more even pattern throughout the year."

The Blair executive also believes that progress is being made in convincing advertisers to use non-driving hours. "There has been a spreading of schedules throughout the day and week. Advertisers are finding sales effectiveness in reaching the total circulation of a station. There are also a larger number of 'round-the-clock' package plans to encourage greater use of the whole radio week.

"We are more firmly convinced than ever that the best way to use spot radio is through heavy frequency as provided for in our Satureach plan."

Trying to sell advertisers on the idea of spreading their announcements is currently under way at H-R. This firm is promoting the idea of block selling with run of schedule announcements between 6 and 9 a.m., 9 a.m. and 4 p.m. (for the housewife) and 4 to 7 p.m.

According to John Tormey, director of radio sales for Avery-Knodel Inc., his firm is "confident of a strong fall, sales-wise. Our confidence emerges from three basic facts. (1) Strong general business conditions, with production at an all-time high creating an abundance of goods that must be sold; (2) the unquestioned strength of spot radio to reach deep into a market for the advertiser to find and sell his prospects; (3) spot radio's new and improved selling techniques, plus advances in the mechanics of buying, making the medium easier for the advertiser to use and exploit.

"Each week," Mr. Tormey continues, "sees more radio stations changing to a single rate card for all advertisers. The new *Confirmation Broadcast Order* now in use will do away with the necessity of issuing contracts to cover spot radio schedules placed by an agency. The result: New agency confidence in the price structure of spot plus economy from reduced paper work in buying the medium.

"This fall, Avery-Knodel salesmen will make a concerted drive to place before radio research directors up-to-date information covering the markets and stations we sell. Certainly, we expect more billing for our properties, but equally important, we will be working to make the buying job easier for the time-buyer.

"The members of Station Representatives Association will soon be taking our new meaty presentation to advertisers and their agencies, alerting them to the value of the efficient, workhorse medium, spot radio. Avery-Knodel plans to participate actively in this industry crusade," Mr. Tormey states. "We look for big and continuing results at the plans level.

"Things look good for the fall. We see the 'regulars' getting ready to move to the starting line. Plenty of new accounts will join them. Spot radio pinpoints the sales job and can 'corner' the customer. Advertisers know this and need this," Mr. Tormey concludes.

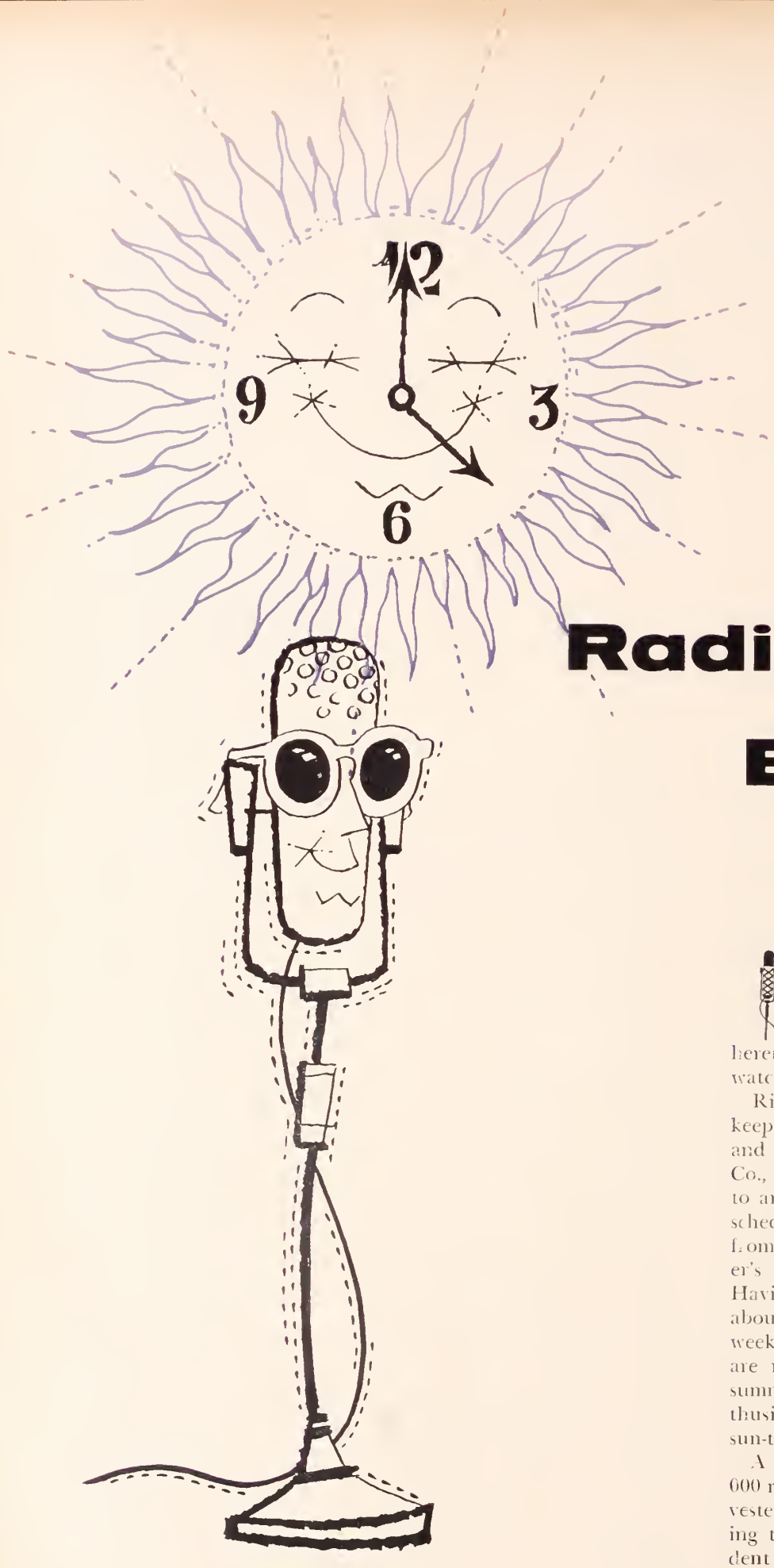
(Cont'd on p. 65)

TRAFFIC TIE-UP

The problem of concentration of announcements during driving times will once again be a major area for concern this fall. But it needn't be. According to a new A. C. Nielsen study, 21 percent of listening throughout the day is confined to morning and evening traffic hours. This means 79 percent of a day's listening is spread throughout the remaining hours:

Monday-Friday	Average Minute % Radio Homes	Average Minute No. (000)	Weekly Cumulative Total % Radio Homes	Weekly Cumulative Total No. (000)	Weekly Cumulative Total Avg. Hrs. Per Home Reached	Home Hours Millions	Home Hours %
7-8 a.m.	16.8	8,308	40	19,780	2.10	89.8	13.7
8-9 a.m.	19.5	9,643	47.4	23,439	2.06		
4-5 p.m.	9.2	4,549	31.5	15,577	1.46	47.9	7.3
5-6 p.m.	10.2	5,044	34.4	17,011	1.48		
			PRIME TIME TOTAL			137,700,000 Home Hours	21%

By Dayparts	% of Total	Average Minute % Radio Homes	Average Minute No. (000)	Weekly Cumulative Total % Radio Homes	Weekly Cumulative Total No. (000)	Weekly Cumulative Total Avg. Hrs. Per Home Reached
Mon.-Fri. Morn.	32	14.4	7,121	66.8	33,033	6.47
Mon.-Fri. Aft.	25	10.8	5,341	57.9	28,632	5.60
Sunday Morn.	4	9.0	4,451	34.1	16,862	1.58
Sunday Aft.	5	10.6	5,242	30.8	15,231	2.06
Saturday Morn.	5	10.8	5,341	39.9	19,731	1.62
Saturday Aft.	5	10.9	5,390	32.8	16,220	1.99
All Evenings	19	6.1	3,016	53.1	26,258	4.82
12 Mdn.-6 a.m.	5	1.7	841	15.6	7,714	4.58



Radio: Benrus

Telling time by the sun is an ancient practice that may gain new and unexpected adherents by next summer: Namely, watchmakers.

Right now, manufacturers are keeping one eye on the radio dial and the other on the Benrus Watch Co., which has been "telling time" to an outdoor audience via a heavy schedule of weekend announcements from June to August over the listener's medium through ABC Radio. Having just ticked off the last of about 100 announcements in a seven-week period, Benrus reports its sales are running far ahead of previous summers, while local dealers are enthusiastically endorsing the use of sun-time radio support.

A sizeable slice of Benrus' $100,000 radio budget for this year was invested in the summer drive, according to Harvey M. Bond, vice president and advertising director. In an

In an industry that normally

lets time stand still in hot weather,

Benrus has success in promoting new

'Today' line through sound medium

Summer Watchword

industry which generally resigns itself to having time hang heavy on its hands from graduation day till fall, he adds, such an ambitious advertising campaign during this period is a marked departure from the norm.

The company set out to accomplish two objectives in broadcasting to weekend travelers and vacationers ("everybody under the sun") by way of ubiquitous radio:

- Keep the public constantly aware of the Benrus three-year guarantee on its "Today" watch as part of a marketing program launched by the firm the first of this year.
- Elicit additional support for the program from dealers by giving them a sales boost during their normally lean months.

Response to date on both counts appears to have justified Benrus' expectations of the medium, spokesmen for the firm and its agency, Grey Advertising, New York, agree.

"Our radio expenditure represents a conviction on the part of the company that the right sales message, coupled with the right medium, can —and will—sell watches all year around," Mr. Bond explains.

"Summer is considered the least important time of the year to advertise a so-called gift item such as a watch. However, two aspects of our marketing campaign prompted us to go into radio this season.

"First, we felt that the 'Today' promotion required year-around emphasis, in keeping with our concept of an unconditional guarantee of the performance of our product. Taking 'time out' from advertising during the summer seemed likely to weaken both the impact and the intent of our campaign.

"Second, by promoting sales for local merchants during a traditionally slow period, we believed we could focus their attention as well as the customers' on the value of our product and our entire new merchandising program."

Radio, in Mr. Bond's opinion, is the logical medium to handle such a specialized summer job.

"With America almost literally on wheels, with people going to and from beaches, parks and other summer attractions during weekends and vacations, yet always in company with their radios, the sound medium has played a vital role in keeping us in tune with the prospective customer," he says.

"And *everybody* is our prospective customer. We want to reach the total market. By way of radio, with its wide reach and low cost, we have been able do just that."

Between June 13 and August 1 this year, Benrus has been on the summer air with a total of approxi-

benrus

"Everybody is our prospective customer. We want to reach the total market. By way of radio, with its wide reach and low cost, we can do just that."

mately 100 weekend segments of ABC Radio's *News Around the Clock,* heard every hour five minutes before the hour. Thus, about 14 newscasts each weekend, including both daytime and evening periods, have been accompanied by Benrus commercials, delivered live by network newscasters.

'Restore Confidence'

The marketing program which the company set in motion earlier this year is designed, Mr. Bond explains, to "restore consumer confidence" in the watch industry by offering a line of watches ("Today") which combines low price with a three-year unconditional guarantee of performance.

As outlined by S. Ralph Lazrus, president of Benrus, the program is predicated on the company's ability to make a watch "of such high quality that it will not have to be serviced for three years or more."

"Despite a growing American economy," says Mr. Lazrus, "the jeweled lever watch business has been down. As in many other industries, selling practices have confused the consumer and driven him away, making him easy prey to the lure of low-priced products that can't keep the promise of their performance. The retail jeweler then finds himself with little or no customer loyalty, a slowdown in store traffic, and no real weapons with which to fight back.

"We at Benrus believe that the introduction of 'Today' represents an important step toward solution of this problem. It illustrates our crusade to restore consumer confidence through an honest product at an honest price."

Synchronized to radio, the campaign took flight in March with the aid of a short but intensive schedule of announcements on the Mutual Broadcasting System's network. In June, radio assumed the seasonal role of primary medium, via ABC. Later this fall, a new schedule of radio is reportedly on the agenda as an important supplement to the watchmaker's pre-holiday advertising in other media.

"This year marks the return of Benrus to radio after an absence of almost eight years," Mr. Bond points out. "In a sense we've come full circle.

"In earlier days, Benrus was a big radio user, on a 52-week basis. About 1951 we shifted over to television. Now we're moving back into radio, exploring the new and different values the listener's medium of today offers us."

The live commercials delivered each weekend by ABC newscasters were unusual in that they emphasized an important piece of information at present in eclipse in most national advertising: Price.

"Our watch," Mr. Lazrus declares in reference to list prices, "represents an honest value to the consumer, and an honest profit for the jeweler, with a practically tamper-proof mark-up."

To answer what Benrus research reveals to be the primary concerns of the watch buyer—"How many jewels? What's my guarantee?"—radio copy spelled out dollars-and-cents facts. For example, here is a one-minute commercial:

> For sale, a whole summer of play 'n' work, timed-to-the-tick by a "Today" sports watch for men . . . from Benrus. The price: Only twenty-five dollars plus tax. The extra-special added attraction: You can own it now, start paying in the fall. The most important thing of all: It's a Benrus—and that's aplenty! Just twenty-five dollars buys the famous 17-jewel Benrus movement—17 jewels . . . 17 points of protection! Just twenty-five dollars buys an unbreakable mainspring, a dust-proof, water-proof



S. Ralph Lazrus
President

"In earlier days, Benrus was a big radio user. About 1951 we shifted over to television. Now we're moving back into radio, exploring (its) new and different values."

case, Benrus workmanship, Benrus ruggedness. Just twenty-five dollars buys this unconditional three-year guarantee: Your Benrus "Today" watch movement must run perfectly—or Benrus will repair it or replace it . . . promptly and without charge! Don't waste time . . . on poor "bargains" that have to be "taken back" again and again. Don't waste money . . . on cheap watches which often can't be repaired. Do see your jeweler now for a "Today" sports watch for men . . . from Benrus.

A sample 30-second announcement similarly emphasizes price and value, in this fashion:

Don't be fooled by so-called "cheap" watches that need expensive repairs—or often can't be repaired at all. To every owner of a Benrus "Today" watch for ladies, Benrus makes this unconditional three-year guartee: That famous 17-jewel Benrus movement must run perfectly . . . or we'll fix it or replace it, fast and free. Buy your Benrus today—pay next fall: The "Today" watch for ladies from Benrus. Only twenty-five dollars plus tax—at your jewelers.



Harvey M. Bond
Vice President-Adv. Dir.



The new Today line of Benrus watches

"Live announcements give us the opportunity to change our copy frequently so we can emphasize all the various models of our watches in turn," Mr. Bond says. "In this way, our network advertising has tied in directly with the intensive merchandising we are conducting through local outlets.

"Our dealers are very enthusiastic about the use of radio during what is usually a summer hiatus for them. They report store traffic and sales have been up substantially during the past two months compared with previous years."

Benrus, 40-year-old American firm with Swiss factories, manufactures a line of watches which is reportedly among the top four brands in the United States. Time pieces are assembled in plants in both Waterbury, Conn., and New York City, where the cases are made.

"We try to pioneer," Mr. Bond declares, in explaining the Benrus philosophy which led to the company's use of summer radio. "We don't want to copy competition—if we wait to see what they'll do, it's too late to compete."

Benrus officials believe the "Today" program featuring "a fine product, at a fair price, and guaranteed for three years," has revolutionized the watch industry since its introduction to the consumer this spring. Mr. Bond adds:

"Radio has proved to be an important cornerstone in our construction of a dominant new pattern for the merchandising of watches. The momentum of our program has been sustained and heightened by the medium during a period when time heretofore has 'stood still' for the watch dealer."

Meanwhile, watchmakers watching Benrus are also scrutinizing an increasingly luminous radio dial.

• • •

GOOD HUMOR AND SPOT RADIO:

Portable Partners

Faced with tough marketing job, Good Humor spends 75 percent of budget on radio. Results tallied within a day after campaign

Meeting product competition at the grocery shelf or in the appliance department is tough enough. But attracting new and regular customers to a traveling vehicle adds up to one of the toughest marketing jobs of them all.

Good Humor Corp., maker and seller of ice cream, has found that the ring in its radio commercial has meant a growing business.

Actually, Good Humor joined hands with its portable partner seven years ago, when both converged to reach consumers at the beach, outside a house, on picnic grounds or along a road miles from home.

This one-two combination has proved so effective that Good Humor's current annual spot radio expenditures are estimated at nearly three quarters of the available advertising allocation. U. S. RADIO estimates that this overall budget now stands at the $250,000 mark.



GENE GRAMM (second from right), vice president and creative director, MacManus, John & Adams Inc., leads a commercial recording session. Carl King (right) is the voice of "The friendly man who sells Good Humor, the ice cream Kids all favor."

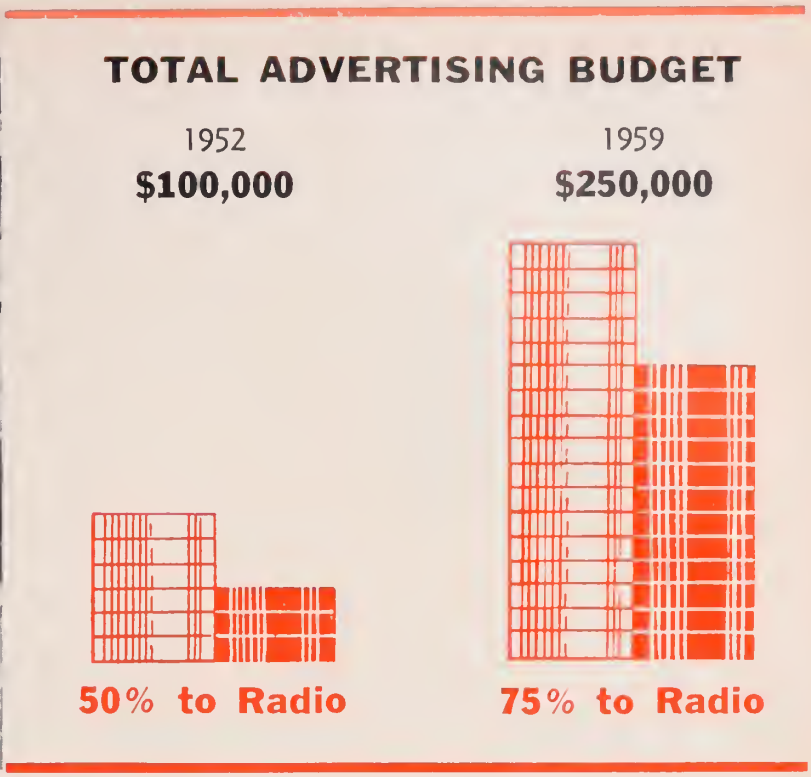
By contrast, in 1952 when Good Humor initiated its first radio campaign, the entire advertising appropriation for that year just reached $100,000, according to George Neumann, vice president in charge of advertising and marketing. At that time, the sound medium's share hovered around 50 percent of that figure, he states.

All of the budget is expended during the six months between April 1 and September 30 when weather permits the Good Humor men to travel the streets in catering to the public appetite for ice cream. The company, whose home office is in Brooklyn, N.Y., has had MacManus, John & Adams Inc., New York for its agency since 1956.

Radio's expanding share of media expenditures is due, Mr. Neumann declares, to sales increases directly attributable to the commercials broadcast.

The sound medium is delivering customers for Good Humor in the





New York area (seven stations); Chicago (three stations); Detroit (five stations); New Haven and Hartford, Conn. (two stations each).

"During more than 30 years in business we have learned to estimate within two or three dollars just how much a certain man should sell along a particular route, making allowances for the prevailing weather," Mr. Neumann points out.

"When the Good Humor flavor we have been advertising over radio in that area on that day does a sales jump, we can fairly attribute the increase to the radio commercials, and when there is a general rise in all flavors we feel that much of this is also due to these reminders, since we use no other medium on the days when we buy radio."

Mr. Neumann explains that the company's accounting procedures permit day-to-day graphs of radio's effectiveness, since each day's sales receipts are tabulated by the following morning.

"In addition to these black-and-white calculations, we can also measure the job radio does for us by the 'playback' we get from the customers, particularly the children," Mr. Neumann says.

"Very often a child will come up to the truck and say, 'give me that new special that was on the radio this morning.' One day last June we tried an experiment that proves just this point. We were introducing on the air our new whipped ice product. For just one weekend we inserted a line in the commercials without telling our salesmen. We told the kids to be sure *not* to ask their Good Humor man to reveal the secret of the ice's special smoothness, because he wouldn't be allowed to tell them.

"Next day we were flooded with complaints from our salesmen who wanted to know what this new secret was and why they hadn't been told about it. The kids had been driving them crazy trying to find out what it was."

The one-minute commercials are broadcast on weekends exclusively. They average between 50 and 100 per weekend depending on the market. Since Good Humor men quit working around 10 p.m., the messages are concentrated during the daylight hours until eight p.m.

Putting all its commercial eggs in the weekend basket is a Good Humor innovation for this year. Prior to the current season, the spots were aired throughout the week.

"We changed to a weekend policy," Mr. Neumann explains, "because we are looking to radio to pull in the plus dollar over and above our normally anticipated sales. During the week, given a weather break, our sales remain fairly constant with regular customers doing the bulk of our buying.

"But on the weekends, people are in holiday moods. They are at the beach or visiting relatives and are receptive to an ice cream treat all around. We count on radio to bring these people out of the house or to stop the car when they hear the Good Humor bells."

The Good Humor Corp. does its principal business in the Northeast and the Midwest. It is also operative by franchise on the West Coast in the Los Angeles area, in Baltimore, Md.; Washington, D. C., and Philadelphia. The parent company is not responsible, however, for the advertising policies of its licensed operators in these latter markets although it does advise and inform them of its own strategy.

The major problem to be surmounted by this strategy, according to Mr. Neumann, is one of "motivation." He says, "We can't say in

ARE YOUR CALL LETTERS 'ME TOO?'



David J. Mahoney

There are at least two things that people will always associate with Mr. Mahoney. At the youthful age of 27, he was a vice president of Ruthrauff & Ryan Inc., and four years later, as head of his own agency, he gave radio a dressing down that it applauded and will never forget. Since 1956, he has been top executive of Good Humor Corp.

Four years ago I was honored to address the National Association of Radio & Television Broadcasters in Washington. It was a convention with an atmosphere of uncertainty. Tv was the golden-haired boy and radio was generally considered the tired member of the family. I stated my belief at that time—that the medium was going through a transitional period—that radio wasn't dying, only "old fashioned" radio was dead.

The basic problems of 1955 seemed to lie within the industry itself:

1. *Rate cards* had disintegrated to a "let's bargain" policy.
2. *Static programming* from the 1940's was still much in vogue.
3. *Sales promotion* emphasized "Santa Claus" mailings to buyers in place of specific selling material.
4. *Contradictory rating figures* were adding to the confusion of a changing market.
5. *Fear of tv* had sapped much of the dynamic initiative which had built radio.

The only apparent solution was the most difficult—slow, hard, aggressive selling to restore advertisers' faith in the medium. This is exactly what radio has since done. Rate cards have been made more stable; programming devised, and hard-sell promotion put to work—paced by the Radio Advertising Bureau. Confidence has replaced indecision. It's easy to slide down the greased pole of advertising, but not so easy to climb back up. Today, radio is booming and deserves an appreciative "well done."

Sales are up, key times are sold out, and agency media buyers are once more very cordial. But I believe that beneath this warm glow

good humor

(Con'd from p. 35)

our copy that the customer should be sure to pick our product the next time he is at the store. We've got to make the customer remember our message and motivate him to get out that door when the truck goes by. Hence we try to close the time gap between the commercial and the truck's arrival as much as possible. This is why we run our spots almost hourly during the weekends."

For this reason, among others, Good Humor requires an advertising medium flexible enough to allow last-minute changes in spot concentration to coincide with weather switches. When the weather is very bad, people stay inside, the Good Humor men on tricycles and push-carts stop work, and radio spots are curtailed. When the weather is fine and hot, heavier schedules are used.

Another characteristic of the business which demands media adaptability is the number of flavors and products made by Good Humor. According to Mr. Neumann, there are 80 variations rotated during the six-month period, and at any given time 30 to 35 will be offered for sale.

New specials are offered weekly and the company piques interest in these brand new inventions through its radio commercials. "Lots of people," says Mr. Neumann, "who don't normally eat ice cream on a stick will go out and buy a Good Humor eclair or banana split just out of curiosity to see how we can make it on a stick."

If one special sells very well, the firm may want to alter its copy schedule to give it a bigger play—a quick change act only possible on radio.

Contrary perhaps to popular opinion, by no means are all of Good Humor's customers children. According to Mr. Neumann, 30 percent of the business comes from adults, 20 percent from teenagers and 50 percent from children under 12.

The commercials, however, always feature the voice of the Good Humor man talking to children, usually about the week's special. The commercials begin with the Good Humor jingle.

of prosperity lies a giant tranquilizer which is already beginning to draw off much of the new found vitality. I call it *The Formula*.

The Formula is today's "cure-all" for any ailing radio station. You apply it and up go the ratings, followed, of course, by your rates. It has made new stations flourish, and tired ones regain vigor. This is precisely its trouble; *The Formula* has been too successful. The secret is not new—simply hour after hour of music and commercials, punctuated with news interruptions on the half hour. Modern music and news programming is now so "sure fire" that even the indispensable "personality" is fading. The "format" is supreme —to a point where it can be left in the hands of a staff announcer.

Too many stations seem to be moving on roads which converge to one point. When they meet, all will appear identical. The advertisers can pick among them blindfolded. The cheapest rates will rule.

The Formula has spearheaded radio's resurgence, but it can only be a panacea for everyone in the short run. Suppose next year all of the automobile manufacturers copied the design of the top selling car to "insure" their style acceptance. What would happen? True, some could claim superior power, more color combinations, or additional chrome. But basically their competitive difference would be nil. The one with the best price deal would go to the top. Gradually "new car" stimulation to the customer would die, and with it much of the industry.

Have you listened to your competitive stations recently? Chances are that they are sounding more and more like your own. "Me too" are the call letters for mediocrity, and this could mean a station's first step toward oblivion in a business which has added some 1,100 new outlets since 1950.

Radio built the whole concept of "time" media. It took the initiative in comedy, sports coverage, musical programs, soap operas, block programming, disc jockeys, news and weather announcements, kids' shows, classical music—even spectaculars.

Should it begin strangling now because only one format can be made successful? Tommyrot! Featuring Rock 'n Roll vs. After-Dinner music isn't divergent enough in a vibrant industry of this size. New programming ideas are the key to your station's individuality. Some outlets are already moving in this direction, but unfortunately they appear to be a small minority.

If news is important to your listeners, should it be limited to a staff announcer reading teletype headlines? Can't local and national news be occasionally analyzed as in newspaper editorials? Because radio's impact is local—with speed and flexibility your big weapon—why not cover hourly happenings in the community by a remote unit or taped telephone conversations as is now done by WRCA and WNEW here in New York? Hour-long "spectaculars" touching on every phase of a local situation could also be injected.

CBS recently covered much of the Newport Jazz Festival in this fashion. Programs following the successful *Monitor* approach might be tried. Would you rather remain an active leader in your market, or an unnoticed fiddler grinding out background music? Innovation has been radio's past story and must continue to be the theme for its future.

These remarks are spoken as a sincere friend of radio. I know how well it can sell from first-hand agency and advertiser experience. A distinctive personality for each station is, I believe, its greatest asset in dealing with the fickle public. Why not try that new idea you've been thinking about—then get working on some others! Radio is still in its infancy. This is the best insurance that you will keep growing with it.

This year, for the first time, specific Good Humor specials and flavors are stressed in the spots, instead of the general quality messages featured in previous seasons.

The reason for this switch, according to Ted Czuy, media supervisor at MacManus, John & Adams, is to reach the extra consumer to whom one of the specials might particularly appeal.

These specific sales messages are relieved, however, by an institutional commercial aired in every third or fourth spot.

The Good Humor Corp. is especially careful to preserve in all its advertising the public image of quality, which has been its keynote since ice cream on a stick was invented back in 1920.

The original Good Humor, the famous chocolate-covered vanilla ice cream stick, was first made by an ice cream parlor owner named Harry Burt in Youngstown, O. His invention—a real package deal—also included the name and the idea of protecting quality by taking the product to the customer in clean white vehicles.

After some initial ups and downs, Mr. Burt shortly sold his interest to the Meehan family in 1929 in whose control the firm still remains.



George C. Neumann
Vice President, Adv.

In 1956, David J. Mahoney took over as president of the Good Humor Corp. Mr. Mahoney had previously been an agency vice president at the age of 27 and president of his own shop shortly thereafter. While heading up the Mahoney agency, he signed up Good Humor as a client.

Under Mr. Mahoney's leadership, Good Humor's future looks as bright as its present in that blueprints are now being drawn up for expansion into roadside stands and vending machines.

The growth of suburbia, in the Northeast and Midwest particularly, accounts for much of the company's present prosperity, according to Mr. Neumann. People in suburban areas spend lots of time outdoors in their yards where, he points out, they can hear both the Good Humor bell and their radios. • • •

Building Sales

The board chairman of a St. Louis department store, one of the toughest areas of business for radio to crack, concedes that he "gave up his Sunday afternoon poker game" to listen to the store's newly-created radio commercial.

What does this mean to potential radio advertisers?

With mounting vigor, radio is taking the initiative in winning over new advertisers to the medium. The three main tools are: Imaginative programming, creative sales ideas and new research techniques.

In pressing for new business, stations have their eyes focused chiefly on businesses that have been either heavy in newspaper or have been non-users of any advertising medium.

New and different sales approaches, always aimed to meet the specific needs of each prospective advertiser, have been the key to this sales building, according to reports from stations to U. S. RADIO.

It has been the stations themselves which, in most of these cases, have pursued, produced, persuaded and eventually profited from developing effective sales-stimulating ideas for these traditionally non-radio users.

Examples of recent *new* business reported by stations to U. S. RADIO are:

Stix, Baer & Fuller department store, International Shoe Co. and 13 Three-Minute Car Washers—KMOX St. Louis.

Blue-Flame Gas Co., Culligan Soft Water System, REMC (rural electrification) and J. I. Case Inc. (agricultural equipment)—WOWO Fort Wayne.

Mellon National Bank & Trust—KDKA Pittsburgh.

In still another case, Vitamin Specialties Inc., Philadelphia, formerly a print advertiser, has been on radio for more than a year. During this time, it shows a 42 percent increase in sales and a 60 percent increase in its total advertising budget, 95 percent of which is now devoted to radio. Using stations WCAU and WFIL in Philadelphia, the company is now planning a network buy.

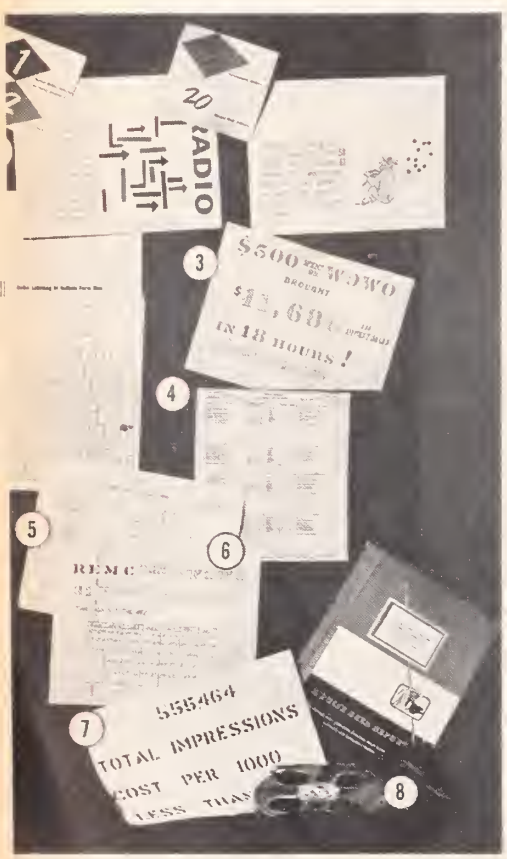
"Creative selling and imaginative programming" have been the chief means of attracting new customers, says Bob Hyland, general manager of KMOX St. Louis. "Since radio is the most flexible of the advertising media," he states, "we have created programs, campaigns and advertising approaches for each of our new clients that uniquely meet their sales and public relations problems."

KMOX reports that because of this new type of business, the station's local sales figures are 25 percent greater at this time than during the same period last year.

The main route a station takes to sell itself is, quite naturally, to sell radio first.

"Our promotion department has a general sales presentation set up on the basis of first selling radio, then the market, then the station, and then giving adequate proof of sales results," declares WOWO Fort Wayne, Ind. "We attempt to connect these facts with the prospect's own business and advertising needs. We wouldn't think of attempting to sell an account where we did not have the most pertinent facts about that account's sales problems in the area we serve."

An example of how new sales and programming ideas have combined to influence a non-radio client is the case of Stix, Baer & Fuller department store. One of the largest stores in St. Louis, Stix, Baer & Fuller was for many years bound by what KMOX calls "the unwritten law which dictated that the department store allocate the bulk of its



The "new" sales presentation of WOWO Fort Wayne has eight major points. (1) Sell radio first with basic RAB and some local material; (2) Facts for particular audience, in this case Indiana Farm Bureau radio study for farm prospect; (3) Success stories; (4) Pulse measurement data; (5) Newspaper-radio circulation study; (6) Proposed radio schedule for each prospect; (7) Radio's low cost per thousand story; (8) Entire presentation on tape and slides so salesman can join discussion.

Imaginative programming and sales ideas, plus research tools, are winning new advertisers for radio as stations press for more business

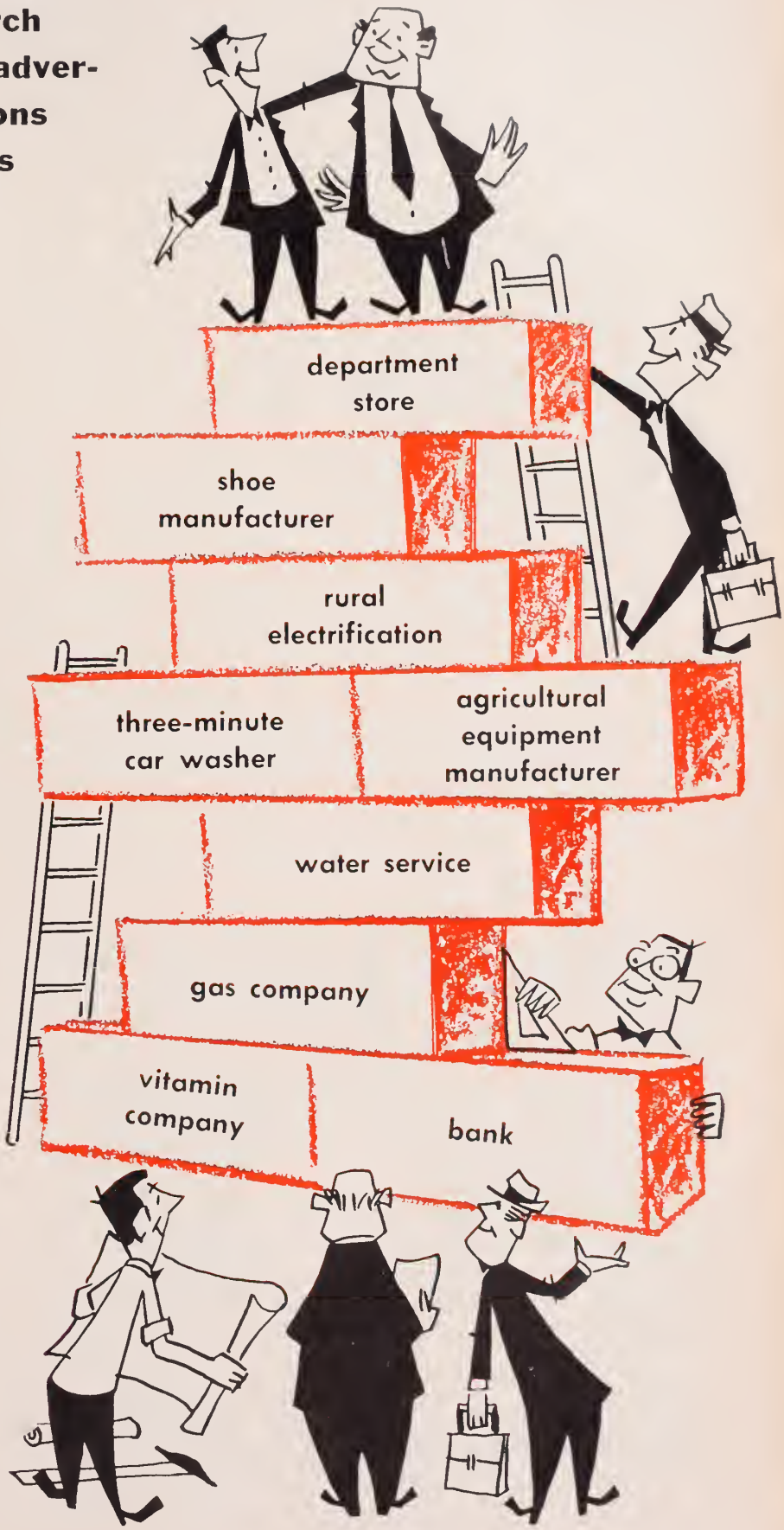
advertising budget to print media." Occasional radio campaigns on special store sales were the only exceptions to this "law."

Two points simplified the "ice-breaking." Mr. Hyland produced statistics and surveys which showed a comparison of radio and the print media, and that KMOX had superior coverage to the newspapers.

This research consisted of a January 1959 Pulse survey which showed that KMOX reached 319,600 unduplicated metro homes daily compared with an RAB St. Louis newspaper study, which stated that the *Post-Dispatch* reached 306,168 unduplicated metro homes daily and the *Globe-Democrat* covered 208,476 unduplicated metro homes daily.

Programming techniques came into play once the initial interest was established between station and now prospective client. A program was created *to meet the requirements of the specific advertiser,* in this case a department store which featured quality merchandise. Since Stix, Baer & Fuller wanted to identify itself closely with the community and the idea of gracious living, Mr. Hyland formulated a five-hour "good music" show titled *On a Sunday Afternoon.* It featured the British Consul in St. Louis, James Duffy, Esquire, according to the station.

"Middle-brow" music and conversation coupled with a low-pressure, institutional approach in the department store copy was an instantaneous success throughout St. Louis, reports KMOX. And, says the station, the store's board chairman, Leo Fuller, enjoyed the program so much



that he "gave up his poker game to hear Mr. Duffy."

Further evidence of sales building in the station's do-it-yourself movement is a sale to the International Shoe Co., which KMOX says is the largest shoe manufacturer in the world and one of the largest industries in St. Louis.

The station approached the company's advertising department and agency to sell them on the sponsorship of the St. Louis Cardinals baseball team, "as a civic function, a sales and public relations natural." Mr. Hyland pointed out to them "how the Cardinals' regional following, as the major league team in the Mid-Mississippi Valley, was a logical link for all the International Shoe retailers in our Missouri-Illinois coverage area."

Emphasizing radio's greater coverage over the print media, the station also stated that through its coverage, sales could be effected that would be impossible to obtain even through the multiple use of metropolitan dailies and weeklies. The result, states KMOX, was a coordinated radio, print and point-of-purchase campaign based on the baseball theme, with the station as the basic buy.

"You Can't Afford to Have Your Car Not Look Its Best" was the new and original copy line suggested by KMOX which clinched its sale to 13 independent St. Louis automatic car washers of the sponsorship of a 10-minute pre-baseball show. The station felt that since this show was aimed at the male audience, both at home and on-the-road, it was perfect for this category. The main problem that had to be overcome was that the 13 independent businessmen were not joined in an association and did little advertising as individuals. An institutional approach was supplemented by tags which identified each of the 13 dealers.

Fresh sales and programming techniques have also brought business to KMOX from such non-radio users as: 100 retail home-owned bakery shops; the Retail Druggists Association of St. Louis; the Automobile Club of Missouri, and Meramec Caverns, an Ozark tourist attraction.

In Fort Wayne, four contracts totalling over $45,000 since the beginning of the year have been won by WOWO through special sales development efforts. In each case, the station sparked the sale by getting individual dealers to sponsor jointly the radio buy.



Henry S. Goodsett (seated), whose Philadelphia agency has led Vitamin Specialties Inc. from print to radio, discusses part of campaign with Ed Harvey (l), morning d.j. of WCAU Philadelphia, and Gil Thompson, station account executive.

Blue-Flame Gas Co. was approached by a WOWO salesman to get cooperation in setting up a meeting with its dealers in the area to discuss advertising over the station. For the 12 dealers attending the resulting session, the costs were broken down to show the small amount each would have to pay for a saturation campaign. WOWO states that the result was 1,000 minute spots purchased, 10 per week for 52 weeks, beginning in March.

Water Softeners

A plan to sell water softeners over WOWO was presented to 25 members of the Culligan Dealers Association. Out of the 25 dealers, 22 signed contracts for advertising, reports the station. This advertising consisted of 1,040 minute spots, 20 a week, beginning in June. The station says that "former newspaper and tv money was diverted to radio."

REMC had been using radio programs for some time with only limited success, according to WOWO. A station salesman approached the client with an idea for a saturation spot campaign in which each dealer participating had his name mentioned on a scheduled basis. This sales idea convinced five out of ten dealers to sign up for a campaign consisting of 1,040 minute spots, 20 a week as of April. Soon after, three more dealers signed up also, reports WOWO.

The fourth "new" WOWO sponsor—J. I. Case—was normally a print advertiser, and had money for co-op advertising earmarked for newspapers, says the station. A station salesman visited the Ligonier, Ind., office with a presentation for 10 dealers which specifically highlighted agricultural programming ideas. These dealers then went out and sold the rest of the area dealers on the program, with the result being a campaign of minute spots, 20 a week for 13 weeks, as of July 13.

WOWO points out that a big factor in these sales was single billing. The station received one check from the company and the company did its own collecting from its dealers.

Another example of a traditionally print advertiser turning to radio is

Vitamin Specialties Inc., which started in radio in May 1958 and has been a regular sponsor over WCAU and WFIL Philadelphia since June of that year.

Originally, this company sold its products, which include Multivites, an all-family vitamin, to doctors and hospitals. Three years ago, the products widened distribution to the consumer market, using mainly print media. Today, 95 percent of its advertising budget is devoted to radio. Vitamin Specialties states that its 60 percent increase this past year in the advertising budget and 42 percent increase in sales can be attributed to its success with radio.

"We get our fastest reaction through radio. In two weeks, we know exactly where we stand," states Raymond Steiner, president of Vitamin Specialties. "Print, on the other hand, requires a longer deadline and demands more time to know the results," he continues.

Two days after a broadcast, the company has covered the cost for the radio advertising, emphasizes Mr. Steiner. The wide coverage of radio has brought responses from many cities in a short space of time. The company, through radio, has received replies from New Jersey, Delaware, Pennsylvania and even Maine. Vitamin Specialties is now on a one-year contract with WCAU and on a continuing agreement with WFIL. Henry S. Goodsett, president of Henry S. Goodsett Advertising, Philadelphia, states that the company relies on the personality "endorsement" for commercials. The early morning takes up 90 percent of these spots, and evening times the remaining 10 percent.

With its great success in local radio, Vitamin Specialties is contemplating plans to enter network radio in the near future.

Another facet of imaginative and individualized programming was the idea of injecting humor into a bank's advertising campaign.

This approach was suggested by KDKA Pittsburgh to the Mellon National Bank & Trust, whose previous advertising was typically straight and dignified in delivery. Roy H. Philson, KDKA account executive, recommended that the bank use humorous commercials over the *Cordic and Company* show.

The station points out that although the show featured zany skits and satires, "the concept of putting humor to work for the Mellon bank was rather revolutionary." Formerly the bank's radio budget—$5,000—was a small amount of its total advertising expenditure, and radio was used only on occasions to sell special new services. Today, the Mellon Bank is spending two and a half times as much on radio, according to the station.

Together with the bank's advertising officials and its advertising agency, Fuller & Smith & Ross, a character — Mr. Sergeant — was created by KDKA's Rege Cordic. Mr. Sergeant appears on the air as the bank's special representative to trade gags and to talk about the bank's services in a polite, friendly, whimsical but convincing manner, according to the station. The bank runs one-minute spots which include a 30-second lead-in written by Mr. Cordic and a 30-second commercial prepared by the agency. The *Cordic and Company* campaign has been renewed, with 26 spots a week now running on KDKA, reports the station.

Research Studies

At the base of many of the sales and programming ideas originated by stations for advertisers are research studies. The newer research tools used by stations not only provide data on how many people are listening, but also who they are, where they listen and, the latest development of all, the image a station has in the minds of listeners.

An example of a recent research project on radio listening was conducted for KEX Portland, Ore.

Through the "semantic differential" technique, a listener's emotional response concerning a specific station is formulated. In the Portland area, for instance, radio listeners described their "ideal" station, in order of preference, as: "pleasant," "sincere," "fair," "relaxed," "valuable," and "believeable." These characteristics were chosen from 13 so-called opinions a person could form about any station.



Bob Hyland (l), manager of KMOX St. Louis, talks over musical selections with British Consul James Duffy, Esquire, who is host of "good music and conversation" program designed for Stix, Baer & Fuller department store.

The study also included information which grouped listeners according to sex, age, economic level, education and size of family. This qualitative radio study was conducted for KEX by Dr. John Pock of Reed College. Dr. Pock further found that 58.9 percent of homes had radios in their automobiles. Also, 52.2 percent of the homes had radios in the kitchen; 52.2 percent in the living room, and 44.8 percent in the bedroom.

The successes radio stations have been having with non-radio advertisers are growing in number.

"Media strategy can be changed," emphasizes KMOX's Mr. Hyland, "when these advertisers are shown how radio reaches farther and deeper than print media.

"The results of our 18-month sales development operation have been rewarding. But we feel there are still enormous fields to conquer if radio is to get its proper share of the advertising dollar." • • •

What Makes a Commercial Effective?

An analysis of award winners as picked by the John Blair & Co. panel. The blend to suit individual goals more important than any single ingredient

Too much salt in the soup can spoil a king's banquet. Not enough garlic in the stew may ruin a cook's reputation.

The obvious, of course, is easy to spot. But a nuance of flavor, the essense of good eating, is more often enjoyed than analyzed.

Radio commercials are in much the same category as the Chef's Special in this respect. Loyal audiences love the good ones—but who can tell you why? The elusive bouquet of artistry and good sense that goes into one minute of prime selling may be apparent, yet, like a whiff of choice brandy, almost impossible to define.

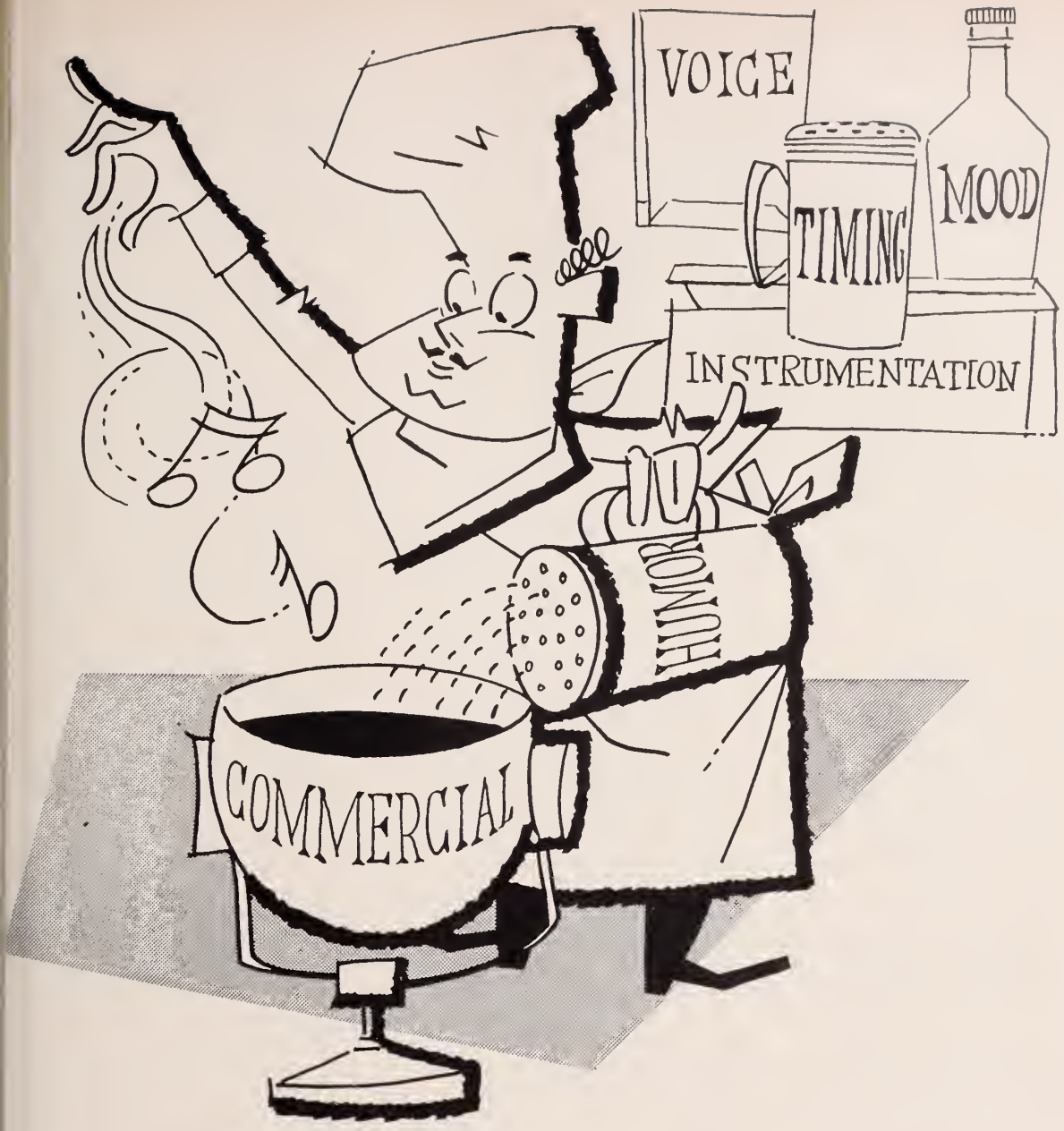
What are the basic ingredients in a first-rate commercial? There's room for debate. However, an evaluation by U. S. RADIO of recent award winners indicates a marked preponderance of *music* and *sales-conscious humor* in today's audience favorites (a forecast of this appeared in *Hard Sell with Velvet Touch*, January 1959). An analysis of the "10 best commercials" for the first half of this year as selected in a John Blair & Co. poll reveals that:

- 7 of the 10 include music as a major element
- 6 of the 10 include dialogue in a light or humorous vein—with emphasis on the product
- 4 of the 10 use a combination of music and straight announcement
- 3 of the 10 use a combination of music and light dialogue
- 3 of the 10 use humorous dialogue alone

Apart from the obvious, these commercials illustrate with considerable virtuosity another prime consideration: The subtleties that must be brought to bear to produce top-ranking sales messages for radio delivery. Among the "herbs and spices," frequently undetected by the casual ear but vital to the finished transcription, are such refinements as voice characteristics and inflections; timing; musical "figures" and bridges; instrumentation, and the choice of words for sound and mood as well as literal meaning.

The John Blair poll, conducted semi-annually, represents more than 3,000 interviews, the company reports—one-third with agency and advertiser executives, one third with broadcasting executives and one-third with the listening public. Markets surveyed for the latest polling include Atlanta, Boston, Chicago, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle and Washington, D. C.

In first place is a one-minute exchange by the Easy Aces for Borden's Instant Coffee (Doherty, Clifford, Steers & Shenfield Inc., New York). Chesterfield's "Test Pilots," one of a music-keyed Men of America series (McCann-Erickson Inc., New York) holds second-place honors, and Clark gasoline, featuring humorous dialogue (Tatham-Laird Inc., Chicago), comes in third in the polling.



Other commercials listed as among the top 10 are ones for L&M cigarettes (Dancer - Fitzgerald - Sample, Inc., New York), Alka-Seltzer (Wade Advertising Co., Chicago), Budweiser Beer (D'Arcy Advertising Co., St. Louis), Piel Brothers Beer (Young & Rubicam Inc., New York), Oasis cigarettes (McCann-Erickson Inc., New York), Zee Bathroom Tissues (Cunningham & Walsh Inc., San Francisco), and Tetley Tea (Ogilvy, Benson & Mather Inc., New York).

The voices of Jane and Ace give a distinctive flavor to the Borden's script. Besides sounding a friendly, comic note, their delivery gives the words the "taste" of coffee:

(SOUND OF CUP BANGING ON SAUCER. ESTABLISH AND THEN OUT.)

Jane: Dear, what are you making so much racket about? I know you're in a bad mood when you get up at the crank of dawn, but my goodness.

Ace: This crank's breaking out of here, warden, unless I get some good strong coffee.

Jane: Oh, I'm sorry dear, I gave you that old coffee we used before I started buying BORDEN'S NEW RICH ROAST—the one with the good strong flavor. Here you are dear.

Ace: That's better. Now, first I take a spoonful of this rich roast coffee with the good, strong flavor. Now, I pour in the good old H-2-O. There now, I know I'm drinking real coffee.

Jane: Hmmm that looks delicious, dear. I think I'll have a cup.

Ace: OK, Jane, sit down by me. Want a spoon?

Jane: Haha, please dear—not so early in the day.

Ace: A spoon for the coffee.

Jane: Oh. Oh, yes. First I take a spoonful of BORDEN'S RICH ROAST coffee with the good strong

(Cont'd from p. 43)

flavor—and then I pour in the good old H-1-O.
Ace: H-1-O ? ? ?
Jane: I'm only taking a half a cup this time.
Ace: Isn't that awful?

An image of the smoker and the product are sketched in dramatic sound in the Chesterfield winner. Music that gives the sweep and acceleration of the jet theme also incorporates a sophisticated arrangement in an unexpected minor key that invites repeat listening:

Anncr: On the move with the Men of America! The jet pilots of the United States Air Force!
(SOUND: WHINE OF JET PLANES)
Group: Chesterfield!
Solo: Jet plane screaming up a six mile climb...
Hit full power...break the record time.
Where they test the latest planes you'll find a man
Stops and takes big pleasure when and where he can.
Group: Chesterfield!
Anncr: (MUSIC UNDER) Join the men who know...nothing satisfies like the big clean taste of top tobacco in Chesterfield Kings.
Solo: Only top tobacco full king size
Gives the big clean taste that always satisfies.
Group: Chesterfield!
Anncr: The taste you've been missing. (STING) In the length you've learned to like! Full king size.. top tobacco all the way.. for top tobacco filter action! Tops in friendly satisfaction! Join the big swing to Chesterfield King. New choice of the Men of America.
Group: Chesterfield!
MUSICAL TAG

Clark gasoline uses a humorous "plot" with characterized voices to emphasize the product while entertaining the listener:

(RACING CAR ZOOMS PAST IN THE BACKGROUND)
Frisbie: (TIMID, QUAVERY VOICE): Excuse me, is this where they have the automobile races?
Driver: (GRUFF, FRIENDLY): Yeah!
Frisbie: I'm Frisbie. My chief sent me here to get drivers to use Clark Super One Hundred Gasoline. Y-you are a driver, aren't you?
Driver: Yeah!
Frisbie: My chief wanted me to tell you drivers Clark sells only ONE KIND of gasoline—high octane ethyl.

SOUTHERN EXPOSURE

Down south, too, the favorite flavors in commercials appear to be music and humor. Four imaginative spot campaigns using one or the other, or a combination of both, are winners of the first annual awards for radio and television commercials presented recently by the Atlanta Radio & Television Representatives Association.

The commercials, created by southeastern advertising agencies, were judged "solely on sales effectiveness," the association notes.

Sealtest Ice Cream (Tucker Wayne & Co., Atlanta), winner of top honors, uses music and lyrics with dexterity to suggest in sound the flavors of six new ice creams—Western Almond, Cherry Nugget, Tangerine Sherbet, Old Fashioned Peach, Black Raspberry Royale and Plum Nuts. Here is part of the lyrics for the last-named:

If you like plums and you like nuts
You'll be just plum crazy about Plum Nuts ice cream
Crazy about Plum Nuts ice cream
It's the craziest, man, and it's so brand new.
Vanilla laced with plums and crunchy almonds, too.

The tag for each of the commercials in the series is this theme line:

A fresh new flavor with the fun spun in...
Get the best...get Sealtest.

Among the following three recipients of awards of excellence, Lay's Potato Chips (Liller Neal Battle & Lindsey Inc., Atlanta), capitalizes on a familiar tune to which a humorous "ballad" about the product is keyed. Set to a guitar rendition of "Jimmy Crack Corn" are lyrics that say, in part:

Now hear my song 'bout lovin' Sam Sears
Who hadn't kissed his wife in twenty long years
Until one day he found on her lips
The flavor of Lay's Potato Chips.
Golden crisp potato chips ...flavor bright potato chips...
Let's all eat Lay's Potato Chips—the best chips of them all.

A high-remembrance value for Soltice (Noble-Dury & Associates, Nashville) is shown in surveys of towns where this entertaining commercial has been aired, the agency claims:

Anncr: If you are suffering the miseries of a cold, you should discover the wonderful new quick rub, Soltice. Right now go down to your friendly dealer...

(RACING CAR ZOOMS PAST IN BACKGROUND)
Driver: Yeah?
Frisbie: It's as high in octane as any major premium brand...and summer is a good time to use Clark—because all cars run cooler on Clark's high octane gasoline.
Driver: Good t' know!
Frisbie: And once you know, you go to Clark... that's my slogan. You'll use Clark, then?
Driver: Yeah!
Frisbie: Do you drive a Maserati?
Driver: That's mine over there.
Frisbie: But that's an ice cream truck!
Driver: Yeah! I sell ice cream!
MUSICAL TAG—MARCHING BAND

Here are excerpts from the other even winners, with notation of their distinctive features.

Music for the L&M commercial is light in touch, replete with unusual instrumentation and musical figures that unobtrusively focus attention on the brand name:

Chorus: They said it could't be done,
They said nobody could do it.
BUT—L&M is low in tar with more taste to it.
L&M...don't settle for any other.
Low tar, more taste...
Don't settle for one (BREAK)
Without the other...L&M!
Anncr: It's low in tar... with more taste to it.
Don't settle for one—without the other...

The commercial winds up with:

Chorus: Low tar, more taste—
Don't settle for one (BREAK)
Without the other...L&M!

Combining dialogue with a lilting time, Alka Seltzer takes an easy-handed approach to selling a type of product more usually associated with "scientific sell":

(PARTY NOISES)
Man's voice: Goodnight, gang!
(DOOR SLAM)
Man: Whew! (BACKED BY DESCENDING MUSICAL CHORD) These holiday parties! They leave me with an aching head (CHORD) and a jumpy stomach! (PHRASE BY HORN) Oooh, and I'll feel worse tomorrow!
Speedy: No you won't mister!
Man: Boy oh boy, now I'm hearin' things!

After a brief exchange, Speedy sings:

Down, down, down the stomach through,
'Round, 'round, 'round the system, too—
With Alka-Seltzer, they always say
Relief is just (MUSICAL BREAK) a swallow away.
Man: Bless that relief-givin' Alka Seltzer! (CHORD)

A vocal-instrumental blend dubbed "Bass Fever" by the agency gives Budweiser a distinctive free-wheeling music format to point up a merchandiseable feature seldom noted in advertising:

(ORCH. BG: BASS, VOICES, FINGER SNAPPING)
Girl vocalist: Have you read the label?
Voices: Sure...
Girl: Have you taken a look?
Voices: Sure...
Girl: (BELTS IT) The story behind the label...
Voices: SHHHhhhhhhh...
Girl: Reads like an open book.
Anncr: It's right there in blue and white on every Budweiser label—seven proud words—"Choicest hops, rice and best barley malt." That's it. The secret behind the

(Cont'd on p. 69)

Soltice man: Huh?
Anncr: I said go down to your friendly dealer...
S.M.: That's what I did. But it's just not so...

After an exchange of conversation which the Soltice man explains at his friendly dealer was grouchy cause of a cold, and that he, the stomer, sold the dealer on using ltice, the announcer asks, "So w you want me to tell people to down to this grouchy old dealer d buy Soltice?"

S.M.: Oh, no, Mac. He's my friendly dealer now. That Soltice relieved his cold distress.
Anncr: But you said...
S.M.: Don't argue, Mac. What are you...a grouchy old radio announcer? Say, maybe you need some Soltice.
Anncr.: (BIG SIGH) Maybe I do at that.

A commercial that's designed to eate a relaxed mood, this one for loliday Smoking Tobacco (Cargill, Wilson & Acree Inc., Richmond, Va.) features a virile masculine voice. The pensive note is enhanced by guitar music in the background:

(GUITAR CHORD)
Slow, easy voice: Man (SIGH), what a day! Sure helps to stop and smoke a pipeful of Holiday. That's one thing about smoking a pipe—you can just feel yourself relax when you light up. Not like any other kind of smoking. And Holiday's not like any other kind of pipe mixture—it smokes good ...smells good, too...

The genial gentleman concludes with:

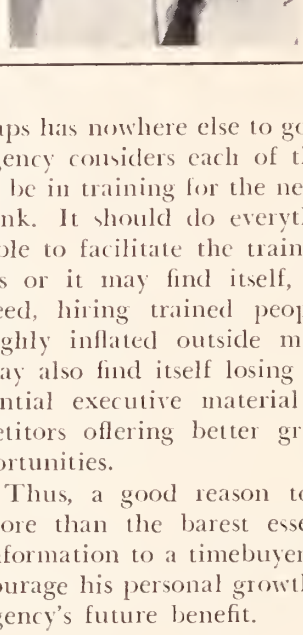
...Say, why don't you try relaxing with a good pipe and some Holiday tobacco? Pick up a pouch soon if you want to discover the one pipe mixture that's perfect for steady smoking—Holiday.

question and answers

THE QUESTION:

How complete should the timebuyer's information be on marketing factors, such as type of product, who buys it, peak shopping periods and competition?

WILLIAM MURPHY ANSWERS:



Mr. Murphy, media director, W. B. Doner & Co., Baltimore, Md., *believes the timebuyer should receive marketing information in order to benefit the client, the agency and himself.*

On the general theory that there can never be an oversupply of information, let us assume that every added fact at a timebuyer's command means an improvement in the product of his labor.

To argue this in logic, however, we would have to cope first with the opinion that anything that distracts a specialist from contemplation of his limited field reduces his efficiency. And most certainly a timebuyer is a specialist.

And there are the most valid arguments in favor of specialization. Only by this means has American business grown to its present stature. Surely, then, should not the shoemaker stick to making beautiful music on his shoe horn and the timebuyer devote all his efforts toward buying better and better spots?

Trio

Here is a trio of reasons why not:

1. The specialization in today's business is not an end in itself. The complexity of today's marketing world and the poor cosmic planning which resulted in a day of only 24 hours demand specialization.

The overworked company president and the harried account executive, in their successive turns, delegate responsibilities to the media department, where media directors, timebuyers and space buyers extract their portions of the problem and pass on other details to their assistants. Each is presumed to be learning from his contacts with a higher rank. The company president perhaps has nowhere else to go, but the agency considers each of the others to be in training for the next higher rank. It should do everything possible to facilitate the training process or it may find itself, when in need, hiring trained people on a highly inflated outside market. It may also find itself losing good potential executive material to competitors offering better growth opportunities.

Thus, a good reason to furnish more than the barest essentials of information to a timebuyer is to encourage his personal growth, for the agency's future benefit.

2. Every bit of information about a client's business can help a buyer plan a more effective campaign. For example, some tactics, which may seem very well founded in logic, may have been tried in the past without success.

Another field in which the buyer can hardly be expected to have independent information pertains to his client's trade relationships. Media techniques may well be modified by the need to strengthen dealer ties.

Knowledge of relative movemen of sizes, importance of chains vs. ir dependents, etc., can often enable buyer to make an unusual and va uable buy.

A second good reason for fulle buyer briefing, then, would be t equip him to make better buys fo the client.

Front Door

3. The media department may b described as an ad agency's fron door. If this, however, seems to re egate the client to the back doo we'll turn the house around. At an rate, an agency's greatest number o contacts with the rest of the marke ing world is through its media de partment. This includes the grea est number of separate geographica contact points with people who ma know what your competitors ar doing.

There's no question that it woul be nice to know that your competi tors are testing a nine-ounce size i Lancaster if you're planning to d the same thing in Harrisburg. Bu how is the timebuyer to relay thi information to you if he doesn't ever

know he's buying a test campaign—or what you're testing? The same applies to copy testing, both yours and your competitors, increased or decreased advertising weight, etc.

The point: The agency media relationship is a two-way street. Much information of value, especially about competitors and local market conditions, can reach the agency through the crowded media department reception room. If you want the buyer to be in the best position to pass on, or to ferret out, valuable scoops, you'd better be sure he knows what to look for.

The third good reason: Little media departments (and big ones, too) have big ears.

Conclusion: Better send a copy of that memo to the buyer.

ETHEL LEWIS ANSWERS:



Miss Lewis, research librarian, Cohen, Dowd & Aleshire Inc., New York, *finds the average library spends a busy part of its day answering media department calls for marketing material.*

The average day does not get too old before one senses the immediate need for marketing information that is integrated. By this we mean, information that is correlated as to brands, competition, advertising expenditures and advertising strategy.

An agency library serves as a self-contained switchboard. The calls and requests for data come in fast and heavy, especially when new campaigns are being formulated and bought. The only difference is that the library is the place where the "buck stops." Answers to all inquiries must be earnestly sought after here. The caller, in most cases, cannot be passed on to another source.

The interesting thing to watch, and which ultimately benefits the client, is that each department needs and seeks out the information that is normally considered the primary domain of another area of the agency.

Necessary Data

The media department, in order to have the necessary information at its disposal with which it can buy intelligently, seeks out a substantial amount of marketing information from the library.

For example, here are actual queries taken from a recent daybook:

1. We need the new farm study that was recently released.
2. Have you a file on the Spanish-language market?
3. Where can we find a list of radio time buys?
4. Have you any list of brand expenditures?
5. We are interested in the most current reports on the Negro.
6. Send us your file on the housewife.
7. What percentage of radios are turned on and who is listening between noon and 3 p.m.?

All advertising agency libraries pursue a basic pattern: To secure information, to process, assemble and file the information for reference and research. And to communicate the findings of the material and data to agency employees.

However, due to the fact that there are no well-defined patterns of advertising agency library operations, many observers reason that agency libraries appear to have little in common. This is not so.

The differences should be realized in this way. We all reflect our management. And like them, we acquire knowledge from various sources which we tailor to our specific purposes. And like management, we make no attempt to copy other agency libraries.

Most of our inquiries that relate to marketing and radio fall into nine general categories: Costs, rates, expenditures, statistical and editorial facts, success stories, special interest markets, research services, and media reports.

Our library prepares a daily newsletter for the agency in which we digest and catalog pertinent stories that appear in trade and consumer publications. Here again, for the benefit of the media department and account men we make certain that we incorporate any material we find relating to the marketing problems or strategy of our accounts as well as those of our competitors. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



MARINE INVASION of "Holiday Island" on the St. Johns River, Fla., capped a week of recreation activity by WPDQ Jacksonville. The station set out to prove that this previously unused island could become a permanent haven for boat and beach enthusiasts seeking waterfront space.



HOCKEY STAR for the Detroit Red Wings i Sonny "The Rockette" Eliot, weathercaster fo WWJ Detroit, shown with Jack Adams, Re Wings general manager. Mr. Eliot, who can' skate a stroke, will be paid a salary of $1.0

BALLOON BROADCASTING 30 feet in the air is conducted by Bob McKee, WAKE Atlanta disc jockey, as part of the station's "Wake to the 5th—Go 4th Safely" campaign for the recent July 4th holiday. City's restaurants helped by serving drivers free coffee.





PLASTIC BAG CAMPAIGN by WHIL Medford, Mass., resulted in over 12,000 bags being sent to the station, reports WHIL. For every five bags, the donor received a free record. Shown holding items are: Robert Ness (left) who brought in over 300 bags; Jack Chadderton, WHIL disc jockey, who led the drive to get the bags out of children's reach, and Sherwood J. Tarlow (right), WHIL president.



BEACH COMBERS are hunting for buried treasure in recent "treasure chest" contest conducted by WCSH Portland, Me. The station placed 5,000 pieces of a treasure map in plastic capsules and hid them in various spots in the Portland metropolitan area. Winner had to piece together three sections of the map.



ALABAMA REPRESENTATIVE to the "Miss Universe" contest was Pat Sullivan, shown with Ben McKinnon (l.), mgr. of WSGN Birmingham, and Wayde Preston, tv star. Mr. Preston and James Coan, owner of WSGN, were two judges of the Alabama contest, which was co-sponsored by WSGN and the Junior Chamber of Commerce.



ON-THE-SPOT REPORTING is done by WGBS Miami newsman Jack Vail (right), as he interviews one of the victims of Florida's recent tornado. WGBS staff worked two straight shifts to cover the story.



WORLD PREMIERE of the film short "Meet the WBZ Disc Jockeys" was attended by Hollywood-appearing spectators in berets and sun glasses. Featuring WBZ Boston personalities (left to right, front) Phil Christie, Norm Prescott, Alan Dary and Dave Maynard, the film is appearing in over 450 New England theatres.



NAME IN LIGHTS is that of David Madsen (left), 14, who was the winner of a recent contest sponsored by KOIL Omaha. Listeners were asked to give reasons why they would like to see their name on a theatre marquee. Talking to David is Mike Bradley, KOIL disc jockey.

Here's Music to Sell By

WSBT dominates every 15 minute segment of every broadcast day from South Bend, Indiana! And one of the top shows on this station is "The Record Shop" with Bruce Saunders. Broadcast during choice time (4:05-5:00 P.M., Monday thru Friday) its music and general format is geared to an adult audience . . . men driving home from work; housewives preparing meals.

Bruce Saunders has emceed "The Record Shop" for over 11 years. He's casual but convincing as evidenced by the hundreds of cards and letters he receives each week. An experienced radio and TV personality who does an outstanding job for advertisers.

The South Bend market and WSBT are important to national advertisers. South Bend is the major trading center of WSBT's 36 county coverage area. These Indiana-Michigan counties have a combined Buying Income of 3.3 billion dollars annually.

To reach this big market use its radio Voice . . . WSBT. For remaining availabilities on "The Record Shop", and for free market data book, see your Raymer man or write this station.



5000 WATTS
960 KC

WSBT

SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

Paul H. Raymer Company
National Representative

hometown USA

- Commercial Clinic
- Station Log
- BPA Memo (Local Promotion)
- Radio Registers



Two-Day Look In the Mirror

Closed radio clinic for Peters, Griffin, Woodward stations reflects problems of stations in achieving identity and sales



Holding up the mirror for Peters, Griffin, Woodward stations during recent two-day seminar were (l. to r.) Robert H. Teter, PGW vice president and radio director; H. Preston Peters, president, and Russel Woodward, executive vice president. Agency and station people spoke on programming, promotions, ratings and rates.

Taking a good, hard look in the mirror every morning is a salutary way for a radio station to start the day.

This advice permeated the discussions during a two-day educational seminar in New York conducted last month by Peters, Griffin, Woodward Inc. for executives from stations throughout the United States whom the firm represents.

The program, says Robert H. Teter, PGW vice president and director of radio, was "designed as a platform for the interchange of ideas and viewpoints" concerning successful radio station management. Broadcasters took time out to hear themselves—as well as top agency executives, advertisers and PGW staff members—speak on such topics as programming, audience promotion, service to advertisers, ratings and simplified rate structures.

That look in the mirror first thing in the morning is to remind the station of its own identity — and the opportunities and limitations afforded by its "profile."

"Each station must determine for itself just what it wants to be in its community," Ray Stanfield, managing director of WIST Charlotte, N. C., believes. Discussing the programming of music, he says, "If music is a basic ingredient of that station's broadcast offerings, a music policy consistent with the station's proposed

role in its community must be developed.

"But I don't believe that any one station in this modern age of radio can be all things to all people. The closest you can come to it is to attempt to be an important part of the lives of a great many people in your community. If this is to be your plan, you must provide entertainment with basic appeal to listeners with a variety of tastes and preferences. In so doing, music balance appropriate to the audience you seek to reach will be your most potent weapon in any competitive struggle."

The policy at WIST, Mr. Stanfield notes, is to use rock 'n roll in moderation as part of an over-all pattern of music programmed for specific time-of-day appeal.

In character with its "image" as a vital news medium, a radio station must keep a careful eye out to maintaining effective daily news coverage, in the opinion of Robert J. McIntosh, station manager of WWJ Detroit.

The two basic elements of WWJ's approach to news broadcasting are *integration* and *integrity*, he explains. The station's format calls for "full-length, 15-minute broadcasts scheduled six times throughout each day," as gathered and prepared by a staff of seven newscaster reporters, a news editor and a copy assistant.

Newsmobiles which can be dispatched at a moment's notice, as well as newsmen located at such nerve centers as police headquarters and the city-county building, provide WWJ the means with which to effect prompt, extensive coverage of the local scene, Mr. McIntosh continues. "NBC News is used to give the station an international flavor and keep listeners in direct contact with the four corners of the earth. WWJ concentrates almost exclusively on local news and studies every national and international story for a local tie-in and the Detroit angle."

A station must look itself squarely in the eye on the subject of community service programming, declares Harold C. Sundberg of WMBD Peoria.

"There is more to it than merely building a file for license renewal," he remarks. "Community service has a commercial aspect—it builds listeners and listener loyalty. WMBD integrates community service into the over-all program structure instead of relegating it to out-of-the-way hours like late Saturday night and early Sunday morning."

Citing three categories into which WMBD community service features fall, Mr. Sundberg lists *special events,* such as farm information, play-by-play sports, and religious programs; *regularly or seasonally programmed brief information service,* such as boating or duck-hunting data, flying conditions and Blood Bank appeals; and *variety programming tailored for special segments of the audience,* such as annual Memorial Day services and WMBD's Christmas cookie carnival.



BROADCAST MUSIC INC.
589 FIFTH AVENUE, NEW YORK 17, N.Y.

Conveying the local image of the station to the national agency or advertiser requires providing the station's representative with proper sales tools, advises Art Bagge of PGW, Chicago. He suggests: Printed fact sheets and tapes to illustrate the personality of performers, style of programs and manner in which commercials are handled; program schedules, not only of the represented station but of the competition; rate cards, preferably in a pocket size; coverage maps, in adequate supply, of both the represented station and the competition; rating information; tapes of competitive station programming and personalities; monitors of competition on a "fairly consistent basis three or four times a year;" merchandising aids—examples of promotions done for any national spot client; newsletters on a weekly or monthly basis; local success stories about the station's clients; traffic flow charts by hours of the day and month for the specific community; plant shifts — starting and closing times of businesses and industrial plants; special surveys; visits by station personnel to advertisers and agencies.

"The rate card," adds Frank Tessin of PGW, San Francisco, "is certainly one of the most important tools we work with in today's radio. Without a doubt, a rate card is the one single item that is used in one form or another in the final phases of every sale of broadcast time."

He notes the steps which have been taken by representative stations to simplify their rate cards and promote them as sales factors. As a sample, he points to the WPTF Raleigh, N. C., card. "It easily lends itself to a quick reference of time costs as well as to the rules and restrictions of the selling station."

Speaking from an agency point of view, Frank Minehan, vice president and director of media at Sullivan, Stauffer, Colwell & Bayles Inc., New York, says, "If we are to sell the radio medium, we must first believe and understand the particular contribution it can make in relation to the conflicting claims of other media."

To this end, he maintains, ratings of various types assist in "positioning a medium" in regard to the audience it offers a given client.

Mr. Minehan points out that: Further progress should be made in qualitative audience analysis; the scope of information transmitted to agencies will help them become better salesmen to the client in recommending radio; a station's individual presentation must pertain to specific markets and stations, and relate to consumer outlets as well as listeners; where the use of ratings as a major guide in buying radio is a stumbling block for a particular station, that station can best overcome the problem by presenting studies in depth of its own market; rating information should be as objective as possible—it should eliminate, not create, confusion. • • •

ST. LOUIS' NUMBER ONE NEWS AND PERSONALITY STATION

delivers top sales results with...



550 on every dial

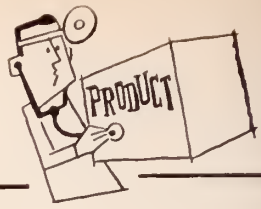
1. St. Louis' largest news staff—nine experienced news men equipped with the best and largest available selection of news-gathering facilities.
2. KSD-RADIO's roster of popular LOCAL programs.
3. St. Louis' top air sales personalities—Ed Wilson, Russ David and Bill Crable.
4. NBC's outstanding variety programs and famous "News-on-the-Hour".
5. KSD's live audience, most merchandisable program—Russ David's "Playhouse Party".
6. The largest consistent coverage—serving 72 counties—with KSD's 550 spot on the dial.

ST. LOUIS POST-DISPATCH RADIO STATION NBC AFFILIATE

KSD-RADIO

REPRESENTED NATIONALLY BY NBC SPOT SALES

commercial clinic



Texas Copy Chief Sees Lag In Quality of Local Commercials

Radio commercials on the local level tend to lag conspicuously far behind their national big brothers in both sellability and originality, according to a copy chief from Texas who has some pointed ideas about how to close the creative gap.

(For more on the subject of creative selling, see *What Makes a Commercial Effective?* p. 42.)

In the opinion of William A. Peck, copy chief for Richard Carr & Co., San Antonio, "There has been a lot said about big productions and strong creativity on the national level. Unfortunately, little of this has seeped through to the grass roots.

"As a result, much of today's local radio advertising is read live, and is full of generalities and superlatives that the modern listener has learned to tune out mentally.

"We believe, however, that local radio advertising can and should be every bit as good as its national counterpart," Mr. Peck declares, "and that a radio station or agency can produce for even its smallest clients commercials that attract interest and carry the impact of the most expensive nationally produced spots—at a fraction of the cost."

Mr. Peck and his agency try to practice what they preach by adhering to two unwritten laws in copywriting: Never use a superlative and always give the facts — in a pleasant, easily digestible capsule.

The Carr agency, he says, works on the theory that people listen to the radio to be entertained.

For example, when creating commercials for one of its clients—a Sinclair service station recently bought by a car dealer called Mike Persia Chevrolet—the agency dreamed up a character named Otto the Octane. Otto identified himself to a motorist in the commercial as one of "the extra octanes that get together to insure better starting, better acceleration and better mileage."

After running a series of these commercials for two weeks over one radio station and on a $600 a month budget, the service station reported sales had climbed, Mr. Peck states, from 400 to an average of 700 gallons a day. When the spots had run a month, the Sinclair outlet was anticipating average sales totaling 1,000 gallons a day.

Results like this prove, Mr. Peck says, that "the day of hard sell versus soft sell is over. There is only good sell and no sell, and to have good sell there must be creative thinking.

Hear or Listen?

"To those proponents of the so-called hard sell commercial who say that entertaining messages are 'all right,' but don't sell in quantity or get direct results, I have only one question to ask: Would you rather the public *hear* your client's message or *listen* to it?"

In 1958, Mike Persia spent about $200,000 in San Antonio and Houston, and in excess of one third of this four-media budget went to radio on entertainment-oriented commercials such as the following one:

MAN: Now, Mr. Persia...sit down over there, and I'll tell you about this new Mystery show I've written for you.
MIKE: Yeah.
MAN: Yeah. Now to give it impetus we take the well-known character, Robin Hood.
MIKE: Yeah.
MAN: And we rename him Robin' Hoodlum.
MIKE: Yeah.
MAN: And we have him hang out at a joint called Queenies...
MIKE: Yeah.
MAN: And there's this Sheriff cat called Notting...a real ham, you know...
MIKE: Yeah, yeah...
MAN: And they mix it up a lot...the Sheriff and Robin' Hoodlum, that is...
MIKE: Yeah.
MAN: Except it always turns out that Robin was in the clear after all and the real crook is brought to justice...
MIKE: Yeah.
MAN: And the best part is ...this Robin' Hoodlum always drives up to Queenie's place in a new Mike Persia Chevrolet.
MIKE: Well...that sounds fine...but how about the commercials...You know... in appreciation for making me first in Texas in automobiles sales, Mike Persia is giving the difference in cash between your present car's value and our low down payments. And you make no payments for months.
MAN: Commercials on MY program, Mr. Persia? Don't be vulgar!
TAG: BUY YOUR CHEVROLET FROM PERSIA...MIKE PERSIA CHEVROLET...BUY YOUR CHEVROLET FROM PERSIA... MIKE PERSIA CHEVROLET...

The tom-tom tag with its admittedly irritant value became so well-known, Mr. Peck explains, that other Mike Persia commercials were designed to make fun of it. • • •



The WeeReBeL *discusses "sales campaign ribbons" with Bert Mulligan, Broadcast Supervisor, Compton Advertising, New York.*



Have you heard what the WeeReBeL said to Compton Advertising?

"We're rich in Columbus."

Average family income in the metropolitan trading area of Columbus, Georgia, is higher than that of New York, Chicago or Detroit. In fact, only 24 other cities in the U. S. beat it!

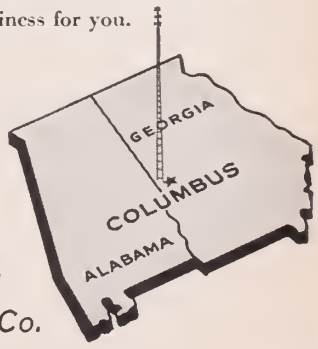
Over 85% of these better-than-average families own TV sets and WRBL-TV is the only VHF in the market. WRBL Radio is Columbus' CBS Affiliate with imaginative adult programming . . . high fidelity sound, plus stereo! Call HOLLINGBERY and let WeeReBeL in Columbus start building business for you.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

abc a COLUMBUS, GA. CBS

Represented by George P. Hollingbery Co.



station log

News:

The growing use of the radio editorial is seen in the programming of new weekly editorial features by WBAL Baltimore and KFI Los Angeles.

WBAL has instituted *The Manager's Microphone,* which features Thomas S. Carr, WBAL station manager, discussing the station's comments on various topics arising in the state of Maryland. Heard every Monday evening from 6:30 to 6:40 p.m., the show will consist of "opinions expressed on both those things which should and should not occur . . . with suggestions offered for the betterment of those things which call for improvement . . . and generally, with the planting of seeds of thought on questions of public significance," according to the station.

KFI's weekly program, *KFI Editorial,* deals with local, national or international issues, reports the station. The program, heard on Thursday evenings at 7:05 p.m., features veteran newscaster and commentator Sid Fuller.

New strides in station news coverage are reported by WPEN Philadelphia, WGAR Cleveland, WWCA Gary, Ind., and WLOI La Porte, Ind.

WPEN reports that it has arranged for special and exclusive news reports from a newly-assigned European correspondent. Ed Roth, a veteran newsman working out of London, will broadcast every Monday through Friday at 6 p.m.

WGAR news director Charles Day has been in Russia on a five-week tour of various cities, taping shows, covering Vice President Nixon's visit to the U.S. National Exhibition in Moscow and broadcasting direct reports to the station.

"Instant" news coverage by sister stations WWCA and WLOI enabled their audiences to hear every session of the State Senate Racket Committee hearings investigating misconduct of labor and management in Lake County, Ind. Over a two-week period, the stations broadcast live and direct from the Senate caucus room, and devoted five hours a day to the live portions, and two more hours in the evening for taped highlights. According to the station, this complete coverage marks the first time in the two-and-one-half-year history of the committee that any radio station has carried all the words of testimony in any one area of investigation.



William L. Jones Jr., KWK St. Louis general manager, presents a $1,000 check to the Milton J. Brennan family, first winners of the station's "Lucky Phone Contest." Phone calls are placed to outdoor phone booths in the Greater St. Louis area. The first person who answers with the words "Lucky Phone" after the first ring is the $1,000 KWK prize winner.

Public Service:

On Guard, a new public service program on WTAC Flint, Mich., features the pros and cons of major political and civic issues every Sunday at 7 p.m. Ruby McDonald, Flint newspaper woman and political analyst, is the moderator for the weekly panels of prominent guests chosen for their particular knowledge and interest in local controversies.

WEBB Baltimore has inaugurated a traffic safety campaign in an effort to lessen the increasing death and injury rate among the Baltimore children due to traffic accidents. This "safe walking" project by the station and Claude (Buddy) Young urges children to enroll in "Buddy Young's Safety Buddies" club and receive badges and membership cards.



John G. McManus, account executive at Doyle Dane Bernbach Inc., New York, scores finishing blow to the chin of ABC Radio sportscaster, Howard Cosell, as Edward J. DeGray, ABC Radio president, referees. Mr. McManus won a vacation trip to Nassau for guessing within 30 seconds the exact outcome of the Patterson-Johansson heavyweight title fight, which was carried by the ABC network.

Programming:

KIRO Seattle has completed a tape recorded, catalogued library of every CBS network newscast heard during and immediately preceding World War II. This "living history" project is under the sponsorship of the station and the network. It consists of tapes for every day during the period from August 1939 to April 1945, which according to the station, is the only complete series in existence. KIRO will use a number of the recordings in a continuing program of "20-year news reviews" to begin this month.

KDKA Pittsburgh celebrated the second anniversary of *Program PM* by adding a series of "Postmark PM" segments, which will be scattered throughout the two-hour program, heard Monday through Saturday. Letters from listeners on topics of general interest are read, with a special subject to be suggested each week.

WWRL New York, which in 1940 programmed three quarter-hour periods a week to the Spanish-Puerto Rican community, has currently established two uninterrupted blocs of programs—a Spanish-Puerto Rican bloc which runs from 5:30 p.m. to 10 a.m., 16½ hours a day, Monday through Friday, and a Negro bloc which begins at 10 a.m. and runs to 5:30 p.m., Monday through Friday.

• • •

A good SALESMAN follows-through...

and so does a good STATION!



YOUR best salesmen make more repeat sales because they know the value of "plus" service and follow-through! They're not interested in the "quickie sale" or the "fast buck."

WHO Radio has this same "sales savvy"! For example, trained WHO merchandising teams work directly with food and drug retailers in 76 of Iowa's 99 counties to provide hard hitting point-of-purchase services for many leading advertisers. These special "plus" services make it easier for Iowans to buy more of the products they've heard *most* about on WHO Radio!

And far more Iowa people listen to WHO than listen to any other station. The Feb.-March, 1959 Pulse gives WHO from 18% to 35% of the listening audience in 93 counties—the balance being divided among 88 other stations!

WHO Radio is an experienced, dependable salesman who *follows-through.* Ask PGW for all the details on WHO Radio's ability to sell in "Iowa Plus."

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives

BPA memo

Shirt-Sleeve Sessions Key to BPA Convention

The major elements in promoting the medium in general and stations specifically will highlight the radio side of the 1959 Broadcasters' Promotion Association convention. It will be held November 2, 3 and 4 at the Warwick Hotel in Philadelphia.

The program for the fourth annual meeting will feature subjects which have never before been discussed at previous BPA sessions, and will highlight information on promotion and public service, merchandising and trade paper publicity. According to BPA, it will "swamp convention attendees with 'bread and butter' promotion information," and will in effect be an actual "work session" for all members who attend.

Each panel during the three-day convention will be restricted to a maximum of two participants, so that there will be enough time for each panel member to tell his story fully.

The tentative program to date is as follows:

Monday, Nov. 2—9 to 9:15 a.m. The speaker will be Charles A. Wilson, president of BPA, who will formally open the convention.

9:15 to 10:30 a.m. Two panelists (to be announced) will talk on "Relating Promotion and Public Service and How to Win Awards."

10:35 to 11:45 a.m. Max Buck, WRCA-TV New York, will speak on "How to Manage the Merchandising Maelstrom."

12:30 to 2 p.m. Robert W. Sarnoff, chairman of the board of NBC, will be luncheon speaker.

2:30 to 3:45 p.m. Jack Embry, WITH Baltimore, will speak on "How to Create a Station Image."

3:50 to 5 p.m. David Kimble, Grey Advertising Inc., New York, and Henry J. Kaufman, president of Henry J. Kaufman Associates, Washington, will discuss "How to Make Trade Ads Pay Off."

Tuesday, Nov. 3—9:30 to 12:20 p.m. Five sessions on: "Audience Promotion" (speaker to be announced), "Sales Promotion" (Jack Williams, WBZ Boston), "Merchandising" (Heber Darton, WHBF Rock Island, Ill.), "Trade Paper Advertising" (Kirt Harriss, KPRC-AM-TV Houston, Tex.) and "Publicity" (speaker to be announced).

12:30 to 1:45 p.m. Luncheon.

2 to 3:50 p.m. Continued from morning sessions.

4 to 5:30 p.m. Business meeting.

6:30 to 7:30 p.m. Trade Paper Cocktail Reception.

7:30 p.m. to conclusion. Dinner and show.

Wednesday, Nov. 4—9:30 to 10:45 a.m. James T. Quirk, publisher of *TV Guide*, will speak on "The Role of Promotion and Promotion Managers in Future of Radio and Tv."

10:45 a.m. to 12 noon. H. Preston Peters of Peters, Griffin & Woodward Inc., and Adam Young, president of Adam Young Inc., will discuss "How to Equip Your Representative."

All-Out Membership Drive Precedes Convention

An intensive membership drive beginning this month and ending just before the convention (October 31) has been inaugurated by the membership committee of the BPA, with winners to be announced at the convention. The goal, as set by the committee, is 65 new members.

Each station, according to Janet Byers, BPA membership chairman, is "an honorary member of the BPA membership committee," and therefore is "entitled to all privileges and benefits." These consist of: A prize of $99.99 to the BPA member who obtains the largest number of membership points in recruiting new members, either voting, affiliate or associate; a prize of $74.99 to the state membership chairman who gathers the greatest number of membership points within his own state, either voting, affiliate or associated; a prize of $49.99 to the regional membership chairman within whose area the largest number of membership points are obtained. State membership chairmen and regional membership chairmen are also eligible for the first prize. • • •



Plans for the fourth annual convention to be held on November 2, 3 and 4 were formulated by BPA officers and directors: (Seated left to right) W. E. Pierson, KBKB Chicago; C. A. Wilson, WGN Chicago; J. Byers, KYW Cleveland; J. Kiss, WPEN Philadelphia; B. Toppan, WTVJ Miami; and (standing left to right) K. Chernin, WFIL Philadelphia; H. M. Clarke, CFPL London, Ont.; E. Elber, WGBS Miami; D. Curran, KTVI St. Louis; J. F. Hurlbut, WFBM Indianapolis; H. Meeks, WMAL-TV Washington; F. Birnbaum, WCAU Philadelphia; B. Wallace, WTMJ Milwaukee, and L. W. Smith, WROC Rochester, N. Y. Record turnout is sought.

10,000 Loaves

in 12 hours with 20 spots on Atlanta's WSB Radio



WINN DIXIE STORES, operating four super markets in the Atlanta area, planned a special sale of their own Dixie Darling Bread. Came last minute change of plans. All advertising had been cancelled . . . but the bread was in the oven . . . 10,000 extra loaves!

It had to be sold. So, acting quickly, Damon Swann, of House of Ideas, Atlanta agency for Winn Dixie, called in WSB radio. Within two hours the first of twenty one-minute spots was on the air. Others followed Wednesday afternoon and all day Thursday. By Thursday night two stores were sold out . . . stock in the other two below normal. With no other advertising, and with just 20 announcements on WSB Radio, 10,000 loaves of bread were sold in twelve hours by Winn Dixie's four Atlanta stores.

It is results such as these that day in, day out reveal the loyalty and responsiveness of WSB Radio listeners. Evidence that WSB Radio out-produces and out-sells competitive media in Georgia.

WSB radio

The Voice of the South - ATLANTA

Represented by Petry • NBC
Affiliated with The Atlanta Journal and Constitution
Associated with WSOC-WSOC/TV, Charlotte
WHIO-WHIO/TV, Dayton

STAMP OUT OPIUM!

AT WVET Radio in Rochester, "Where Electronics and Chemistry Work Hand-in-Hand to Produce Carpet Tacks" and where "Progress Is Our Most Important Step Ahead," we proudly announce that we refuse to carry advertising for opium or other poppy by-products including poppy-seed rolls. We also note with pride WVET Radio's affiliation with the NBC Radio Network on August 1, 1959.

NAT'L REPS: The BOLLING CO.

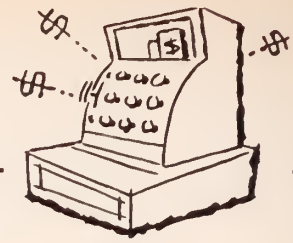
here is... modern radio

You're missing a bet if you don't hear Lang-Worth's new "SHOWCASE" of RADIO HUCKSTERS and AIRLIFTS. Write for it today!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

HOMETOWN, U. S. A.

radio registers



APPLIANCE STORE

N. Horowitz & Sons, a retail appliance store in Philadelphia, regularly uses single-day saturation buys over WIP Philadelphia. On one particular day recently, when the area stores were open from 12 to 9 p.m., the store purchased five-minute inserts on three WIP personality shows—at 11:05 a.m. on the Dan Curtis Show, at 1:35 p.m. on the Jack Pyle Show and at 3:55 p.m. on the Bob Menefee Show. Using only these WIP commercials, the result, according to the station, was a record-breaking sale of over $9,000 worth of Fedders' air conditioners.

CAR DEALER

Hall Chevrolet Inc., Milwaukee, recently purchased a one week campaign over WISN Milwaukee comprised of 24 one-minute spots that were heaviest on Wednesday, Thursday and Friday, the days of the special promotion. Approximate cost was $200, according to the station. The campaign featured an outdoor barbeque theme, "Come In, and Cook Up a Deal," giving away charcoal, potato chips, and other items in return for test driving a new Chevrolet. An outdoor grill was in the trunk of every car sold. This campaign "was most successful," states Dallas K. Rudrud, Hall sales manager. WISN reports that there were 300 test drives.

DRY GOODS

W. L. Mara Ltd., London, Ont., Canada, has been using regular saturation advertising since December 1958 on CFPL, promoting general merchandise. At a cost of $120 weekly, Mara uses run-of-schedule announcements, Monday through Friday. Last January, sales were $10,000 above the 1958 month, CFPL reports, and in this past May, sales were the largest in the firm's 40-year history.

MEAT PACKER

Heil Packing Co., St. Louis, advertises five times a week, Monday through Friday, over KSD St. Louis on Playhouse Party, a 12:15 to 1:30 p.m. live studio audience program. The company aims to create a favorable brand image among housewives both in the audience and at home. The studio audiences are given a lunch comprising its products, "Cent-R-Cut fully cooked hams" and Heil "Handi-carved" hams. Heil originally purchased a 13-week campaign over KSD, but is now in its third 52-week campaign, the station reports.

report from RAB

Aspects of Out-of-Home Audience Placed Under RAB Searchlight

Radio's widespread but insufficiently measured out-of-home audience has been undergoing exacting analysis by the Radio Advertising Bureau Inc. in recent weeks.

In an effort to study this important area on several fronts, RAB has commissioned or completed studies on radio in trucks, business establishments, boats and elsewhere outdoors.

Transistor Market

The bureau has also investigated the transistor radio market and the effect millions of Japanese transistor imports have had on radio set sales and portable listening.

Advertisers have long known that a huge out-of-home radio audience exists, especially in automobiles. What has been lacking is definite data on just how big the away-from-home audience really is.

The first of these new RAB studies represents a research breakthrough characteristic of the pioneering radio-in-auto studies of a decade ago. It deals with the extent of radio listening in business establishments, both retail and manufacturing, and is called simply: "On-the-Job Listening."

It shows that 78.5 percent of retail businesses and 67.3 percent of manufacturing establishments have radios, with an average of 76 percent of all businesses with radios.

Putting this data into sharp focus for the first time, the bureau points out that there are nearly 70 million workers in the U. S., about one-third of whom are women, practically all of whom are inaccessible to media other than radio while at work.

Other out-of-home audience facts, also following the automobile pattern, are contained in an RAB study on trucks equipped with radio titled: "Listeners by the Truckload." Chief findings: Nearly 30 percent of trucks are radio-equipped; almost half of all drivers listen in their trucks three hours or more daily.

Net Effect

The net effect of these and other studies planned by RAB is to dramatize with facts the true scope and value of listening outside the home, the least-explored aspect of the radio audience. According to RAB President Kevin B. Sweeney: "Radio's out-of-home audience adds considerably to in-home listening and should not be over-looked by advertisers making media evaluations." • • •

RADIO SALES TREND OF THE MONTH

Based on information gathered by RAB during national sales calls

The automobile makers are taking closer looks at radio this year, in line with new demands to be placed on their advertising because of the greater number of makes and models available to the consumer. They're eyeing radio's selectivity advantages but want to be shown more research data on a market-by-market basis. Of particular interest will be data showing that radio covers areas not being reached by newspapers. One big auto maker, impressed with the variety of radio programming, feels radio can offer needed selectivity and is now planning a 12-month radio buy. Two other Detroit giants will also hike their radio outlays, RAB learns.

EASY TO BUY RADIO IN DENVER?

SIMPLE!..
First determine the audience you want to reach and SELL

If it's an ADULT audience you want...
BUY KLZ

KLZ RADIO IS PROGRAMMED WITH CBS AND LOCAL ADULT AUDIENCE APPEAL

KLZ
RADIO • 560 KC

CBS for the ROCKY MOUNTAIN AREA
CALL KATZ OR LEE FONDREN, DENVER

5 KW
CAN BEAT
50 KW?
You're Kidding!



It's a FACT! KWFT, at 5KW, actually covers a bigger area, and reaches far more people, than most 50KW stations! And at much lower cost-per-thousand! 139 counties (93 in Texas, 46 in Oklahoma) lie within the KWFT ½-millivolt area. SRDS, January, 1959, shows:

KWFT ½-MILLIVOLT:

Population	4,723,000
Radio Homes	1,349,290
Car Radios (RAB Estimate)	1,033,732
Farm Population	686,100
Total Retail Sales	$5,885,164,000

DAILY PROGRAM FEATURES:

FARM SERVICE . . . with Earl Sargent and Roddy Peeples, full-time KWFT Farm Service Directors.

DAVE DARY and SAM ALBRIGHT . . . the Southwest's TOP newsmen.

TEX HERRING . . . with top Western tunes.

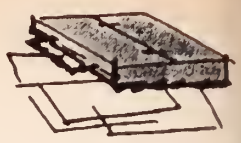
HANK STANFORD . . . country and Western music.

HOMER CUNNINGHAM . . . the "Old Farm Hand."

CALL YOUR H-R MAN

KWFT
The Voice of the Rich Southwest
WICHITA FALLS, TEXAS
5 KW at 620—Day and Night
BEN LUDY, Pres. & Gen. Mgr.

report from representatives



Young Moves for Acceptance Of 'Advertiser Area' Concept

Salesmen of Adam Young Inc. are in the process of making personal presentations to agencies of the representative firm's new booklet called *Spot Radio '59 . . . A 60-Market Appraisal.*

The study gives emphasis to a Young concept, "advertiser area," for which the firm has been seeking agency acceptance.

In taking the top 60 markets by metropolitan county area retail sales (*Sales Management's Survey of Buying Power*), Young compares metro areas with advertiser areas according to basic market statistics.

The advertiser area is larger than the metro area and is considered by the Young firm as a means of not only appraising the popularity of all radio stations in a uniform area, but also as a way of evaluating the reach of all media within a pre-determined geographic unit.

The advertiser area is intended to include the average advertiser distribution area as opposed to the smaller metro area. An example of the specific difference between the two can be seen in the Young report on Milwaukee. Metro area population is 1,177,000 compared with advertiser area population of 1,651,600; the city's metro area retail sales amount to $1,556,751,000 compared with $2,084,772,000 for the advertiser area, according to the Young analysis.

More will be heard from the Young organization on advertiser areas in future months. In September, Pulse will be measuring radio listening of advertiser areas in two test cities—Pittsburgh and Tulsa (see *The Young Proposal,* April 1959).

In addition to the metro-advertiser area comparison, the *60-Market Appraisal* has two other sections. One part is a Young analysis of the audience profiles of network affiliates and leading independents in various markets. The final part is a Young report on audience impact comparing rating averages of network affiliates with leading independents.

Changes

Venard, Rintoul & McConnell Inc. has moved its Chicago office to the 26th floor of 34 East Wacker Drive.

Peters, Griffin, Woodward Inc. states that because of recent personnel acquisitions as well as the growth of Atlanta as a national advertising center, it has moved its offices in that city to 1372 Peachtree Street, N.E.

Ayres, Allen & Smith Inc. has opened a new Hollywood office at 1548 N. Highland Avenue.

Forjoe & Co. has opened a Detroit sales office and division. The firm states that this is its seventh national sales office and division, the others being located in New York, Chicago, Philadelphia, Atlanta, Los Angeles and San Francisco.

Appointments

WALT Tampa and WTAX Springfield, Ill., have appointed Gill-Perna Inc. as their national representative.

KHFI-FM Austin, Tex., to Good Music Broadcasters Inc.

WBAY Green Bay, Wisc., has appointed The Katz Agency Inc.

KDAY Los Angeles and KAKC Tulsa have named Adam Young Inc.

WOLF Syracuse, N. Y., WTKO Ithaca, N. Y., and WERC Erie, Pa., to Venard, Rintoul & McConnell Inc. • • •

report from agencies



Hard Sell Advocate Spends $500,000 in Radio This Year

The way to get the most for your money from radio is to saturate the air with hard sell commercials, declares an agency president who is spending more than half a million dollars in the medium this year on behalf of three clients.

According to Lawrence Curtis, head of Curtis Advertising, New York, his agency places between 35 and 40 percent of its annual billings in radio. His current big users and their budgets, he reveals, are: The Puritan Research Corp., New York, which has just spent $300,000 on a five-month radio bombardment; Chateau Martin wine, New York, a $150,000 client this summer, and the Investors Planning Corp., New York, which is now in the midst of a $100,000 52-week campaign begun last month.

Most Satisfaction

Mr. Curtis claims that sales results are most satisfactory for these and other radio users when they broadcast fact-filled, hard sell announcements that frequently feature the services of well-known personalities. The agency president believes that most listeners do not "get the message" until they have heard a commercial several times, and that they need "to be sold on the product, not entertained."

All three of Curtis' major radio clients have adapted this basic philosophy to their sales copy and have found it "extremely successful," Mr. Curtis states.

The Puritan Research Corp., makers of English Pellets, a nutritive supplement for plants, entered the American market—and radio— for the first time in 1959, says Mr. Curtis. The company is selling English Pellets through a franchise from the British parent firm which has been in operation for many years.

The Puritan campaign began in March and ended in July, utilizing the CBS, ABC and Mutual networks. It also included spots in New York, Boston, Philadelphia, Pittsburgh, Chicago and Los Angeles. At the height of the push, the company was airing 1,000 announcements a week, Mr. Curtis states.

Pulling Power

The pellets were sold through direct mail and as a result, "We were able to determine radio's pulling power very precisely," Mr. Curtis says. "Puritan is planning another radio campaign during the plant growing season next year."

An old-time radio user of the 1930's, Chateau Martin wine returned to the airwaves in force this season after experimenting with other media for a number of years, the executive explains. Having adapted the personality of Gaston, its soft-spoken salesman of former days, to its new hard sell policy, the wine company now concentrates its radio efforts on 40 half-minute spots heard each weekend through Labor Day on the Flying Traffic Reporter show over WOR New York.

The campaign is being supplemented by spots in New Hampshire, Connecticut, Washington, D. C., Boston, Philadelphia and Baltimore.

Curtis' third major radio client, the Investors Planning Corp., sales agent for mutual funds, is in radio for the first time this year and will be heard over Mutual until next July, Mr. Curtis states.

Investors schedules 25 spots per week on news and personality programs. • • •

tops* in quantity

WIS delivers 33% more than its nearest competitor . . . as much as 4 Columbia stations combined.

*12 county Pulse, March 1959

tops** in quality

Read the facts on our quality audience in a recent qualitative survey made by the University of S. C. Marketing Division.

All this—PLUS established personalities, award winning news staff, and merchandising. **Check with your PGW Colonel for the full story on your

best buy

WIS
COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director



*pulls "First All Day" rating!**

***"Most listened to"**...and hottest of any as indicated by recent audience studies!

Top personalities and *best news coverage* . . . local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater *cumulative* audience.

Check WFBM first – where every minute is a selling minute!

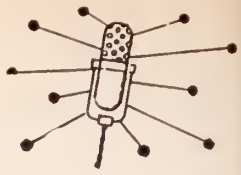
*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

to sell the most Hoosiers be sure your product is cooking in the hottest pot!

1260 RADIO WFBM INDIANAPOLIS

Represented Nationally by the KATZ Agency

report from networks



► CBS:

After six months of operation, the board of directors of the CBS Radio Affiliates Association has voiced approval of the network's Program Consolidation Plan. Speaking for the affiliates, Charles C. Caley of WMBD Peoria, Ill., chairman of the association, said:

"After its first six months of operation, PCP has demonstrated its strength in assuring to audiences, affiliates and advertisers, the continuation of national network radio service."

In addition to the emphasis on news and public affairs broadcasting, the affiliates' board took notice of three new comedy shows launched by CBS Radio—*Bob and Ray, Andy Griffith* and *Burns and Allen*. Arthur Hull Hayes, CBS Radio president, also forecast "heavy sponsorship in the fall, with particular emphasis on the demand for sponsor participation in the return of Arthur Godfrey to his daytime program."

► NBC:

More than $1.3 million in net sales have been reported by NBC Radio. According to William K. McDaniel, vice president in charge of network sales, this report covers a 20-day period, ending July 21.

Highlights of the sales were 20-week buys by the I. J. Grass Noodle Co., through Arthur Meyerhoff and Co., and the Quaker Oats Co., through Wherry, Baker and Tilden Inc.

The Quaker Oats buy called for seven 1-minute and eight 30-second participations weekly; the Grass Noodle order is for 15 one-minute participations weekly. Other buys are for The Savings & Loan Foundation, *Good Housekeeping* magazine, Radio Corp. of America, R. J. Reynolds Tobacco Co., California Packing Co. and Gillette Safety Razor Co.

► ABC:

"Enthusiastic response from affiliates has been reported by ABC Radio for its three-month-old "ABC News Call." The closed-circuit news service is designed to add "new authority and scope to ABC affiliates' locally-produced news programs."

The closed-circuit reports include late news and on-the-spot pick-ups from correspondents overseas or anywhere in the United States. Local stations record the reports and can then incorporate them into *their own* news round-ups. A five-second pause is inserted between each spot news report to enable stations to edit and cue the material.

The network also did some experimenting last month in stereophonic sound. ABC's owned station in New York, WABC, held a demonstration with Philco Corp. of a system known as single-station am/am compatible stereo. A team from the Federal Communications Commission monitored the broadcast in Newark, N.J. Advocates of stereo are currently waiting for the FCC to approve one of the many systems up for consideration. (See *Is Stereo for Real?* June 1959.)

► MBS:

Amid its reorganization proceeding, Mutual Broadcasting System reports new business and affiliates. The American Red Ball Transit Co., headquartered in Indianapolis, Ind., will give network radio its first try on an MBS news program.

The firm will sponsor two per week of the new weekday series of five-minute newscasts by veteran newsman Frank Edwards (5:30 p.m., EDT). Agency for American Red Ball is Ruben Advertising, Indianapolis.

In affiliation news, MBS marks the return of WOR New York. Also, the network has signed three metropolitan affiliates—WJMK Syracuse, N.Y.; WOHO Toledo, O., and WTTM Trenton, N.J.—and two non-metropolitan stations—WMOG Brunswick, Ga., and KMHT Marshall, Tex. • • •

SIZZLE THE SELL!

In a dramatic announcement, WVET Radio in Rochester, revealed it is now able to transmit the aroma of charcoal-broiled steak via its 5000 watts. This astounding development was made possible by WVET's unending search for "Better Stuff for Better People Through Chemicals." We proudly also note with pride WVET Radio's affiliation with the NBC Radio Network on August 1, 1959.

NAT'L REPS: The BOLLING CO.

"NATURALLY, I LISTEN TO KFWB"

"When I travel, I want the newest, fastest way. . . I go by jet. When I listen to radio, I want the newness, pace, and precision of jet flying . . . so, naturally, I listen to KFWB."



The KFWB audience gives you more men, women, children . . . more everybodies . . . than any other L.A. station.

Buy KFWB . . . first and fast in Los Angeles.



6419 Hollywood Blvd., Hollywood 28 | HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

Ad 7A

FALL (Cont'd from p. 29)

One of the interesting features of the new SRA radio presentation is that it is designed not only for use by representatives, but for stations as well. Larry Webb, managing director of SRA, states, "We want this presentation to be seen at all levels of advertising—national, regional and local. We hope to create a groundswell of interest and enthusiasm for spot radio."

Network Activity

Much activity is under way at the networks in preparation for fall business. According to George Graham Jr., vice president for sales planning for NBC Radio, "A fall food promotion, similar to last season's successful campaign, will be launched later this year. On the basis of orders already received from food manufacturers, revenue in this category will probably exceed last year's."

Mr. Graham also predicts that "The high volume of time sales to drug and auto manufacturers also will reach a new high this year."

ABC Radio is scheduling a follow-up to its successful *Play It Cool* promotion of this past summer. It is set to begin in late September and offer a special bonus for advertisers at Christmas time, according to Hal Cranton, director of sales development for ABC Radio.

The effort will include special on-the-air promotion and editorial support. In addition to this, ABC Radio is preparing a new sales presentation to be unveiled to advertisers and agencies in September.

'Challenge'

The Radio Advertising Bureau has new projects under way that should make this fall an interesting one to watch from a radio point of view.

One of the most significant will be the launching September 1 of the "$64,000 Challenge." After a year-long's discussion with 41 department stores, RAB has selected The Higbee Co. of Cleveland as the test store.

Through a cooperative effort, the project will test radio's pulling pow-



THE MOST WONDERFUL SOUND IN DERBYTOWN

the grand new, brand new

WKLO

SOLD NATIONALLY BY:

robert e. eastman



& co., inc.

WKMI
KALAMAZOO

Now Operating
24
HOURS
A DAY

SERVING KALAMAZOO
AND BATTLE CREEK.
PRIMARY AREA COVERAGE
431,000 POPULATION.

•

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS

5,000
WATTS
BROADCAST TIME SALES
REPRESENTATIVE

er in increasing department store sales. This category represents the largest retail advertising volume. By tradition it has shunned radio in favor of print.

The "Challenge" will measure the response to radio advertising of several hundred items. It will be jointly supervised by The Higbee Co. and RAB. Marc Jonas, Higbee sales promotion director, and Miles David, RAB vice president, will direct the project. The campaign will be placed through Wyse Advertising Inc., Cleveland.

The expectations for the effort are summed up by E. K. Hoffman, vice president and general merchandise manager of Higbee's:

"We are extremely pleased to have been selected as the 'Challenge' store. We hope to find the key to additional, profitable volume through the expert use of radio."

In the area of research, RAB has just released an analysis of Pulse figures which show the listening gains radio has made in the face of tv. For the average 15-minute period, RAB states, radio's audience has increased 6.2 percent from 1952 to 1959, the period of radio's sharpest growth.

Figures used in the analysis compare January-February 1952 with January-February 1959. Consequently, RAB regards them as conservative since a comparison of summer listening would normally show bigger increases.

During this seven-year period, the bureau also notes that auto radio sets have increased 61.3 percent and portables have gone up 150 percent.

Positive Sign

One of the encouraging signs for the fall is that radio has been gaining in acceptance at small and large agency alike. Next month, U. S. Radio will carry a feature-length story on how Smith Greenland Inc., New York, uses radio for fine food clients.

While food represents the largest category of spot radio business, accounting for 20 percent of such billings during the first quarter of 1959, radio is still a minor portion of total food advertising.

(Cont'd on p. 68)

POWER
to
penetrate!



POWER . . . 50,000 watts of it . . . PROGRAMMING . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

Robert E. Eastman & Co., Inc.
National Rep.

J. E. Campeau,
President

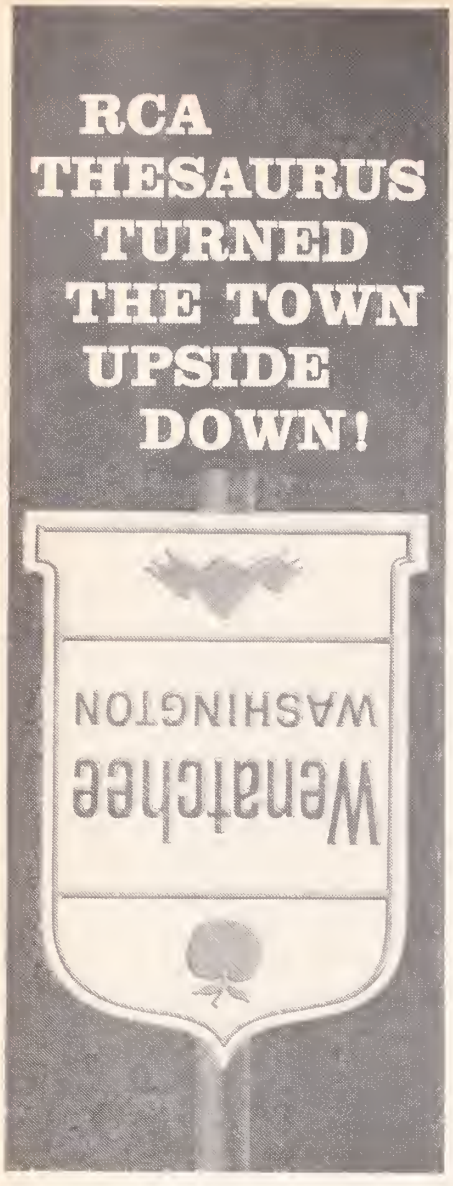
GENERAL OFFICES
GUARDIAN BLDG.,
DETROIT

U.S. RADIO IS USED...

by the radio industry to reach the decision-makers

the monthly magazine devoted 100% to radio advertising.

U.S. RADIO 50 West 57th Street, New York 19, N. Y.



"Shop At the Store With the Mike On the Door," the RCA Thesaurus exclusive merchandising plan, is the doorway to **extra income** for over 750 radio stations. Dale Woods, Manager of KUEN, Wenatchee, Washington, wires as follows:

"We billed $12,500 in 13 weeks with SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . 39 participating sponsors very happy . . . a great campaign."

There's plenty of new business **in store** for you, too. Write for all the details now!

RCA **THESAURUS**

155 East 24th St., New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

FALL (Cont'd from p. 66)

Larger agencies, too, are showing increasing interest in the job radio can do. American Tobacco Co.'s new Riviera menthol cigarette is being introduced on radio in Kansas City, Mo.; Atlanta; Cleveland, and Akron, Ohio. The firm's agency, Sullivan, Stauffer, Colwell & Bayles Inc., New York, will keep up with expanding distribution and production with radio.

Radio World Wide

Among other key developments that will be watched closely in the coming months is the launching of Radio World Wide, a new programming service on a station-subscriber basis (see *Radio World Wide*, July 1959). It is scheduled to begin before the end of the year with bureaus in New York and Washington.

The idea behind the organization is to divorce programming from sales. Initially, RWW will offer its stations 15 or 20 hours of programming a week. Ultimately, it aims to offer 40 or 45 hours a week. Similarly, RWW expects to start with about 25 stations and expand to 100 stations.

Information

There are things stations can do to stimulate advertiser interest in radio for the fall. One of the chief matters is keeping representatives fully posted on market statistics and station information.

In line with this, representatives are finding great value in knowing such things as local work shifts and changing weather conditions.

Unique work shifts in a particular area often mean a different "driving hour" pattern than in other markets. And a sudden shift in weather can induce a drug advertiser to switch from a suntan lotion to a cold remedy.

Steve Machinski, executive vice president of Adam Young Inc., believes the coming months will be healthy for radio as long as stations lay the groundwork that enables advertisers to buy spot radio with confidence. • • •

HOW TO BEAT YOUR WIFE

At WVET Radio in Rochester, "Where Human Engineering and Inhuman Engineering Combine to Insure Better Chemicals for Better Pizza Through Brotherhood," a sound solution to "How to Beat Your Wife?" has been achieved. Beat her to the radio by wearing track shoes, running softly and carrying a Louisville slugger. We also announce affiliation with the NBC Radio Network on August 1, 1959.

NAT'L REPS: The BOLLING CO.

WDBJ—
For 35 Years
No. 1 in the Roanoke Market!



WDBJ has been on the air in Roanoke, Virginia continuously since 1924. In every audience survey ever made in those 35 years, WDBJ has *always* proved to be *first* in coverage and audience.

We look forward to serving even better in the future our long list of loyal national advertisers who demand the best in radio promotion.

Ray P. JORDAN,
V. P. Broadcasting
Times-World Corporation

WDBJ CBS RADIO
Roanoke, Virginia
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts



PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

wonderful refreshment of Budweiser...

From the announcer's rhythmically spoken copy, the spot shifts to:

Voices: Budweiser Beer is for folks who...
Read the label...read the label
Anncr: Read the label.
Girl: Sure...

In a different vein (although they, too, more recently have shifted to music), Bert and Harry bring wry humor to bear in selling Piel Brothers beer. Mixed with the comedy is a judicious blend of voice and word "flavor," as this wind-up to a snow-shoveling sequence illustrates:

Harry: That's when I enjoy our beer most—after a job well done.
Bert: (A TIRED GRUNT) How can something so soft and fluffy weigh so much?
Harry: Piel's tastes so good because it's cool-brewed—chilled as it's brewed and aged. That locks in our delicious clean flavor. It's a product of Piel Brothers, Brooklyn and Staten Island, New York.
Bert: I'm ready for some right now. Let's quit, Har!
Harry: But we haven't even cleaned the porch steps yet!
Bert: Never mind that—let's go in!
Harry: Don't you think we ought to clear a path for the deliveryman, Bert?
Bert: Put a can of Piel's on the steps, Harry—he'll beat a path to it. (HEH, HEH)

Words that carry the feel as well as the sense of the copy are set to equally evocative music for Oasis:

Group vocal: Oasis takes you away...
Anncr: Yes, new Oasis filter cigarettes take you away from the everyday in smoking.
Group: Oasis...fresh as the morning calm...
Oasis...cool as a desert palm...
Oasis takes you away!

After the straight copy, the music continues:

Group: Oasis...fresh as the mountain snow...
Oasis...cool as the pale moon glow...
Oasis takes you away!
Anncr: Delightfully different...a refreshing change. Try Oasis!

Tone and timing are the real keys to the humor in the Zee Bathroom Tissue commercial:

Doctor: All right, just tell me the first thing that comes to your mind after each word I give you. Ready, Mr. Crumbly?
Mr. C.: Mrs. Crumbly!
Dr.: No! No! Wait for me to give you the word.
Mr. C.: Oh! I'm sorry, doctor.
Dr.: Here we go, now. Soft.
Mr. C.: Zee!
Dr.: How's that again?
Mr. C.: Zee!
Dr.: Oh! You mean the letter z.
Mr. C.:No, the bathroom tissue ZEE. It's the softest tissue—
Dr.: All right, as long as I know it's a bathroom tissue that's the important thing.
Mr. C.: No, the important thing is that it's soft.
Dr.: Maybe you want me to lie on the couch and you should put on my pastel smock?
Mr. C.: Color.
Dr.: How's that?
Mr. C.: Zee comes in soft pastel colors.
Dr.: Ah-h-h, Mr. Crumbly, you have a suppressed desire to paint. Right?
Mr. C.: Wrong! I have a suppressed desire to sing. Listen!
(SINGS) Here is a fact that is incomprehensive. How could a tissue be so inexpensive?
Mr. C. and chorus: Yet so luxurious.
My, but it's curious to see
Mr. C. alone: The pastel softness of the tissue
Mr. C. and chorus: Like Z-E-E.
Dr.: Lovely.
Mr. C.: Zee.
Dr.: How's that?
Mr. C.: Zee is a lovely bathroom tissue.
Dr.: Ohh—yes.

Capitalizing on alliteration inherent in the product name, Tetley Tea makes effective use of situation dialogue combined with memorable lyrics and music:

(BAR OF MUSIC)
Girl singer: I love those tiny little tea leaves in Tetley's
Chorus: Tiny little tea leaves in Tetley's Tea, specially made for tea bags.
Girl: When I want flavor in a tea cup it's Tetley's
Chorus: Flavor in a tea cup
Girl and chorus: Please get me Tetley—it's my cup of tea.

A long-distance phone chat between Mr. Dimes and his aide ensues:

Edwards: ...But those tiny tea leaves are hard to find! I've tramped through hundreds of plantations.. from Dembula to Bogatwani and I—
Mr. D.: I know, Edwards, but those tiny tea leaves are the secret behind Tetley's richer flavor.
Edwards: Yes, sir...but—
Mr. D.: They can only be used in tea bags.
Edwards: But—
Mr. D.: That's why we say Tetley Tea is specially made for tea bags.
Edwards: Yes, sir.
Mr. D.: Edwards? Pay the bandits what they want, but get the tea. (HANGS UP PHONE. MUSICAL KEY.)
Girl singer: I like those tiny little tea leaves——
Girl and chorus: In Tetley Tea! • • •



Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Centraliowa! Now topping *three* network stations—and most quarter-hour gains of *all* stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I' (Mon. thru Fri.—Pulse May 1958—March 1959) Hooper up, too, 68%.

And you *still* get that low, low cost per mmmmmmmmm!

IN DES MOINES AND CENTRALIOWA, BUY

KSO

RADIO ON THE GO!

PHONE TONY MOE AT KSO

or contact H-R REPS

LARRY BENTSON, President
TONY MOE, Vice-Pres.-Gen. Mgr.
JOE FLOYD, Vice-Pres.

report on FM

Demand for Fm Equipment Increases, Says RCA

There is an increasing demand for fm equipment as the number of fm stations going on the air increases, according to the Radio Corporation of America's Department of Information. (See *Style Guide for Fm*, July 1959.)

"Several years ago, when the resurgence of interest in fm first became evident," states E. G. Bowman, RCA Department of Information, "a good many of the stations going on the air utilized used equipment that was available in the market at that time." Today, however, there is a demand for new fm equipment, since most of the older equipment is being used.

Cost

RCA, which produces transmitters, consoles, antennas, remote controls, tuning equipment, phasing equipment, transmission lines, demodulators, test devices and microphones, estimates that the cost to equip completely an fm station with electronic equipment is in the range of $20,000 to $40,000.

According to Mr. Bowman," There are no special problems connected with the selling of fm equipment. If the station plans to operate subsidiary communications services," he declares, "it is of course necessary to obtain sufficient information to properly adapt our equipment for their channel of operation."

For the consumer, RCA Victor manufactures three am-fm receivers for home use. These are the Model XF 2, which retails at approximately $59.95, the Model XF 3, which retails at approximately $69.95, and the Model XF 4, which retails at approximately $85. Also, RCA Victor sells an am-fm tuner for three stereo phonographs. This Model 9TS has a suggested list price of $99.95.

Mr. Bowman states that the production of am-fm receivers has increased over the past few years and that the market outlook for fm equipped radio receivers is good.

"The percentage of sales has increased almost 100 percent in 1958 over 1957 and the 1959 forecast is for an additional 50 percent increase. EIA figures show 208,000 units sold in 1956 and 251,000 in 1958. The percentage of the market potential is rising," he concludes.

Fm Activity

KCMO-FM Kansas City has applied for FCC permission to increase its antenna height, according to E. K. Hartenbower, vice president and general manager. Mr. Hartenbower states that the station has filed its application with the Federal Communications Commission and, when approved, KCMO-FM's antenna height will be raised from 390 to 850 feet above the average terrain, and power would be increased from 56,000 watts to 65,000 watts.

Mr. Hartenbower stated that the increase in height and power will increase KCMO-FM's coverage area to more than 20,000 square miles.

KTTS-FM Springfield, Mo., is in the midst of an all-out effort to promote its Programatic music. The theme of the promotion is that 58 out of 60 minutes every hour is devoted to good music, from 9 a.m. to 5 p.m. In addition to home listening, the station reports that numerous business and professional locations are installing fm receivers out of interest in the program. The promotion features newspaper ads, on-air spots on KTTS am and tv, and dealer tie-ins. • • •

report from Canada

Sales of Radio Sets Are Booming in Canada

Sales of radio sets in Canada are booming, according to a report by the Broadcast Advertising Bureau.

The number of sets sold for the first three months of 1959 totaled 248,837 compared with 170,520 for the comparable 1958 period. This is a gain of 45.9 percent. As for the type of sets, portables had the biggest percentage increase—41.2 percent—14,842 units sold in the 1959 period compared with 10,512 in the 1958 months.

Home radios are still the biggest in numbers sold. The period ending in March 1959 showed a total of 75,317 home units sold compared with 63,314 in the 1958 months (an increase of 19 percent).

Car radios also scored a significant rise, from 52,702 in 1958 to 62,220 for the 1959 months under study. This is a jump of 18.1 percent.

As in the United States, imported radios are making a mark for themselves. For the first three months of 1959, 81,131 imported radios were sold compared with only 32,314 for the 1958 period. This is an increase of 151.1 percent, BAB reports.

The increasing sales of imported radios is causing concern among Canadian manufacturers. R. M. Robinson, retiring president of the Electronic Industries Association of Canada, said that in 1958 imported radios comprised 30 percent of all radios sold in Canada. He blamed this situation for the loss of jobs in the Canadian electronics industry. Mr. Robinson documented his case further.

He said that in the first two months of 1959, imported radios accounted for 37 percent of total sales. If this trend continues, he stated, imported sets would account for 50 percent of radio sales in Canada this year.

BBM Survey

The Bureau of Broadcast Measurement will be taking its fall survey from November 2 to 8. In making the announcement, Charles C. Hoffman, executive vice president, states:

"All stations are asked to conduct their activities in such a manner that the figures resulting from this survey may be looked upon as being representative of normal conditions at least insofar as foreseen and controllable circumstances permit."

Mr. Hoffman says the bureau decided to make the survey dates known after careful examination. At the time of the spring 1959 survey, BBM directors voted unanimously to expel from BBM any members who conducted special promotions for the two weeks previous and during the survey period. • • •

CANADA RADIO SET SALES

(Three months ended March 1959)

	Number of Sets Sold		Percentage Change
	1958	1959	
Home Sets	63,314	75,317	+ 19.0
Portable Sets	10,512	14,842	+ 41.2
Auto Sets	52,702	62,220	+ 18.1
Combination Sets	11,678	15,327	+ 31.2
Imports (No breakdown)	32,314	81,131	+151.1
Total set sales—3 months	**170,520**	**248,837**	**+45.8**

HITLER WAS RIGHT!

Bradford R. Hitler, consultant to WVET Radio in Rochester on matters of race prejudice, has come out against the 100-yard dash, and we think he's right. This event will not be broadcast in any track and field meet we may cover. We will, however, carry not only MONITOR, but will become the first station in the nation to offer MERRIMAC when we join the NBC Radio Network on August 1, 1959.

NAT'L REPS: The BOLLING CO.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

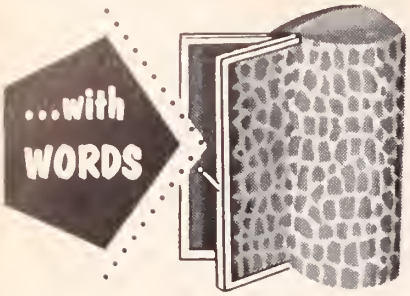
- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

Today's News Right Now! . . . Direct line to Washington, New York, and Foreign Capitals six times daily. Rapid Reporting of Missouri and Regional News thru KFAL News Bureau, roving reporters & stringers, backlogged by reliable United Press International. Mid-Missouri *depends* on KFAL RADIO NEWS. Your *finest choice* for Sponsorship and limited adjacencies.

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

How to Open Purses



KHOW knows how. First, have a large, responsive, adult-minded audience *listening*. KHOW has it!
Then, deliver each commercial message with the kind of honest enthusiasm and conviction that open minds...and purses. KHOW does it!

Discover how KHOW can serve you. Call Peters, Griffin, Woodward, Inc., National Representative.

KHOW
RADIO • 630 on the dial
5,000 watts • DENVER
SINCE 1925, THE RADIO VOICE OF DENVER

WDSU PLANS CCA #3

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Services, Inc., Mr. John F. Screen, Manager of Radio Station WDSU, New Orleans, Louisiana, stated that:—


John F. Screen

"We have run what we consider to be two very successful promotions. We are very well satisfied with the two campaigns that we have run so far and we plan to run a third campaign beginning September 13th and extending through December 12, 1959.

A CCA Campaign requires a lot of hard work and attention to detail. We have found that the two keys to the success of a campaign are a competent CCA director and a well organized presentation. I believe that an increase in the second campaign over the first campaign is an indication of the good job that our sales force has done."

COMMUNITY CLUB AWARDS

20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466

radio research

Pulse of Out-of-Home Radio Continues to Quicken

The role of out-of-home listening continues to grow even in the cold-weather months.

According to Dr. Sydney Roslow, directory of Pulse, whose firm has surveyed 28 major markets, out-of-home listening continued on the upswing during the past winter, and reached an all-time high for that time of the year with a gain of seven percent over the 1958 period. Out-of-home listening during the winter of 1959 added 26.3 percent to the in-home audience, with an average of 4.5 percent of all radio families reported listening in automobiles, on-the-job, and in other away-from-home places between 6 a.m. and midnight.

"If these figures are projected nationally, the winter out-of-home audience added an average 2,216,284 families to the radio audience during any given quarter-hour of the day," declares Dr. Roslow.

Boston, New York and Los Angeles produced the highest level of out-of-home listening, according to Pulse. In all three markets, five percent of the families reported out-of-home listening during an average quarter-hour between 6 a.m. and midnight.

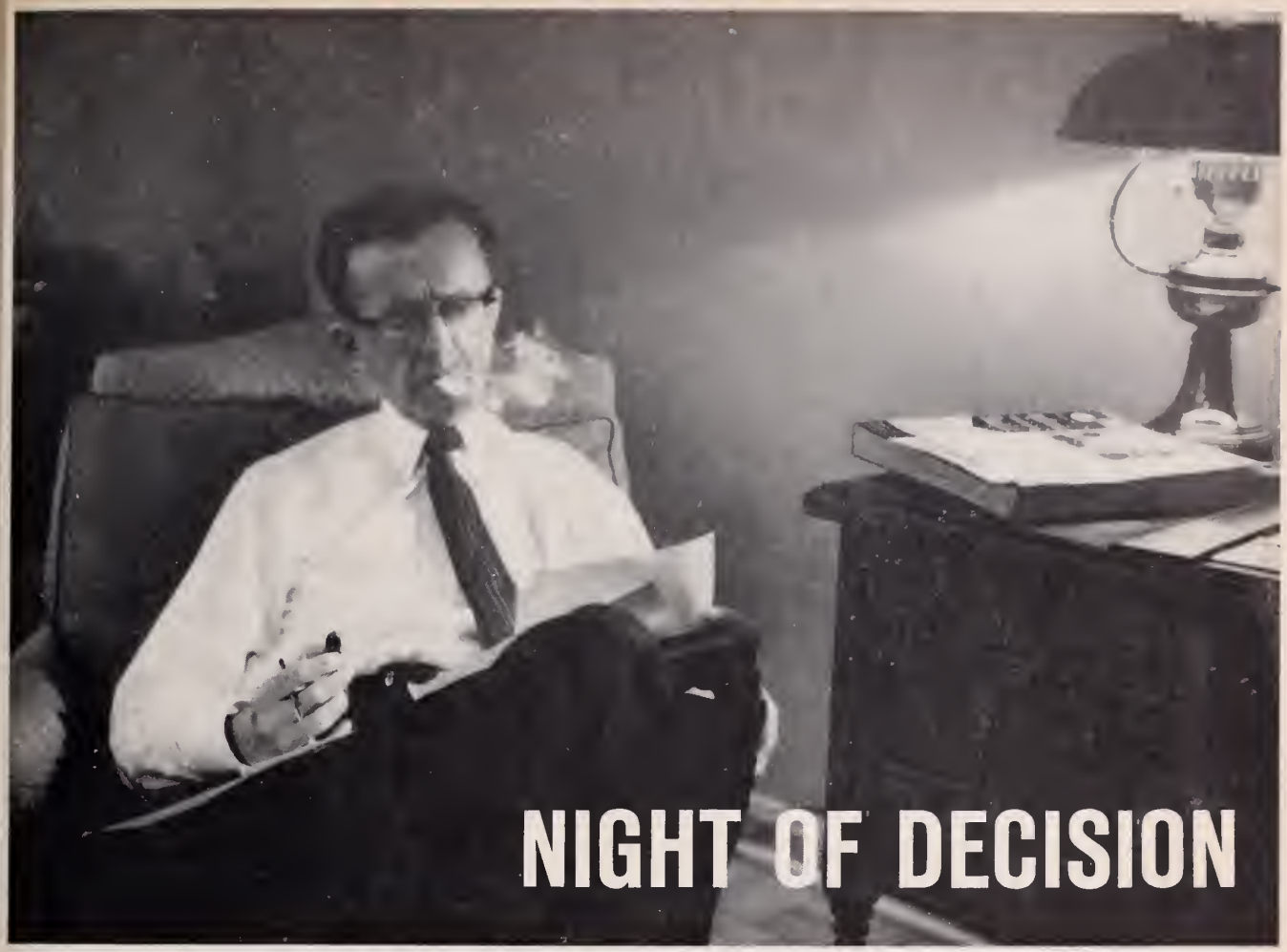
IN-HOME AND OUT-OF-HOME RADIO LISTENING WINTER 1959*

(Areas surveyed during Jan.-Feb. except where otherwise noted)

MARKET	Homes Using Radio (Winter '59)	Homes with Out-of-Home Listening (Winter '59)	Homes with Out-of-Home Listening (Winter '58)	% Added by Out-of-Home Listening (Winter '59)
Atlanta, Ga.	16.4	4.1	4.0	25.0
Baltimore, Md.	13.9	3.8	3.7	27.3
Birmingham, Ala.	15.7	4.1	4.1	26.0
Boston, Mass.	16.7	5.0	4.4	29.9
Buffalo, N. Y.	16.3	4.4	3.9	27.0
Chicago, Ill.	18.6	4.4	4.5	23.6
Cincinnati, Ohio	14.3	4.1	3.9	28.7
Cleveland, Ohio	14.9	4.0	(a)	26.8
Columbus, Ohio	16.3	4.2	4.3	25.8
Dallas, Texas (Feb-Mar)	17.0	4.7	4.7	27.6
Detroit, Mich.	14.7	4.0	3.8	27.2
Fort Worth, Texas (Feb-Mar)	15.6	4.3	4.5	27.5
Houston, Texas	17.2	4.1	4.0	23.8
Kansas City	16.4	4.6	4.0	28.0
Los Angeles, Calif.	17.5	5.0	4.7	28.5
Miami, Fla. (Feb-Mar)	18.5	4.8	4.8	26.0
Milwaukee, Wisc.	17.0	4.6	4.0	27.1
Minneapolis-St. Paul	16.9	4.1	4.1	24.3
New Orleans, La.	16.1	3.9	3.7	24.2
New York (Jan)	17.7	5.0	5.1	28.3
Philadelphia, Pa.	18.0	3.9	4.0	21.7
Pittsburgh, Pa.	16.8	4.0	3.9	23.8
Richmond, Va.	15.1	4.3	3.9	28.5
St. Louis, Mo.	16.6	4.4	3.8	26.5
San Diego, Calif.	17.0	4.5	4.4	26.5
San Francisco, Calif.	17.8	4.9	4.4	27.5
Seattle, Wash.	17.8	4.5	4.5	25.2
Washington, D. C.	15.6	4.2	3.9	26.9
28-Market Weighted Average	17.1	4.5	4.2	26.3

*Figures on "homes-using-radio" cover 6 AM to Midnight, Sunday through Saturday. All figures expressed as percent of radio families surveyed.

(a) Not surveyed in Winter of 1958. • • •



Herb Selby, Vice President in Charge of Media, Meldrum & Fewsmith, Inc., Ohio's largest advertising agency; at home in his den—alone with his media decisions, and SRDS.

Which media will win tonight?

This is a side of the media executive's life you may not know much about. But it goes on all the time.

Long hours at home in studious contemplation of the total marketing plan on which an agency's media schedules are based . . . reviewing the impressions from innumerable interviews with representatives . . . sorting all the data developed by his media buying team . . . rechecking, re-evaluating every medium under consideration . . . up to his cigar in SRDS, again, as he and everyone else who gets into the media-buying act are in *all* of the 101 buying actions that ultimately put you on or keep you off his client's schedules.

He, and they, may remember some of the impressions your representatives and your general promotion have made in the past . . .

but who is selling them now?



With a properly planned, strategically positioned Service-Ad in SRDS

YOU ARE THERE *selling by helping people buy*

SRDS Standard Rate & Data Service, Inc.

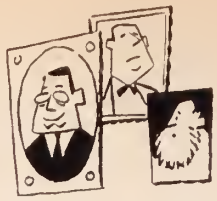
the national authority serving the media-buying function

Walter E. Botthof, *Publisher*

1740 Ridge Avenue, Evanston, Ill., Davis 8-5600

Sales Offices—Evanston, New York, Los Angeles, Atlanta

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Clifford Spiller, senior v.p., member of the board, Sullivan, Stauffer, Colwell & Bayles Inc., New York, elected vice chairman of board of directors. Also, **Philip H. Cohen,** v.p., dir. of tv-radio dept., elected to board of directors.

Reggie Schuebel, dir. of network relations, Guild, Bascom & Bonfigli Inc., New York, elected v.p.

James Kelly, v.p., creative supvr., Ellington & Co., New York, named v.p. and creative group head at Compton Advertising Inc.

Paul Keller, assoc. research dir., Reach, McClinton & Co., New York, elected v.p.

Donald Carter, account exec., and **Donald S. Devor,** music director, appointed v.p.'s at William Esty Co., New York.

Edward J. Garvey, formerly v.p., Lennen & Newell Inc. rejoins J. M. Mathes Inc., New York, as v.p. of soft goods and home furnishings div.

Clifford Wilson, previously media dir., Cockfield Brown & Co., Canada, appointed media dir. of Kenyon & Eckhardt Inc., Detroit. Also, **Sam Gaylord,** former senior writer and asst. copy supvr. at Campbell-Ewald Co. named copy supvr., Detroit, and **Francis O'Neil,** former office manager, D'Arcy Advertising, South Bend, appointed account exec.

Nellene Zeis, formerly with Gardner Advertising Co. research dept., named media and promotion mgr. at Krupnick & Associates Inc., St. Louis.

STATIONS

Nathan Straus, WMCA New York owner and pres., named chairman of the board of directors; **R. Peter Straus,** former program dir. and exec. v.p., named pres., and **Stephen B. Labunski,** gen. mgr., named v.p.

Eugene P. Weil, former v.p. and gen. mgr. of WLOK Memphis, appointed v.p. and gen. mgr. of WABQ Cleveland.

Sidney Magelot, with eight years' radio experience in Washington, D. C., area, appointed station mgr. of WEZL Richmond, Va.

Edwin V. Schulz, formerly exec. v.p., gen. mgr., KJAY Topeka, appointed gen. mgr. of KXLA Los Angeles.

Earl F. Reilly Jr., formerly KING-TV Seattle account exec., appointed station mgr. of KING.

John Moler, formerly dir. of radio and asst. mgr. in charge of radio for WKY Oklahoma City, named mngng. dir. of WIBG Philadelphia.

Leslie H. Peard Jr., former v.p. and mgr. of WBAL-AM-TV Baltimore, appointed dir. of regional sales development for Triangle stations.

Richard L. Garesche, formerly in public relations field, appointed sales promo. mgr. for KXOK St. Louis.

Rodger May, formerly sales mgr., WMPS Memphis, appointed v.p. in charge of sales for Plough Broadcasting Co., Memphis. Also, **E. M. Plumstead,** former Plough program coordinator, named programming v.p., and **Allan Avery,** WMPS account executive, named sales mgr.

Bennett O. Scott, formerly local sales mgr. for WIND Chicago, named gen. sales mgr.

Edward Paul, WERE Cleveland national sales mgr., appointed station liaison mgr. to coordinate sales and promotion between WERE and WERC Erie, Pa.

Parker Daggett, formerly with Miller Brewing Co., Washington, D. C., as sales mgr., appointed sales mgr. of WRIT Milwaukee.

Anthony Bello, formerly national sales mgr. for KMOX St. Louis, named sales mgr.

Jack W. Stahle, former sales rep. for KGO San Francisco, appointed sales mgr.

James A. Doyle, former sales mgr. for the American Network, Baltimore, appointed sales mgr. for WLLY Richmond, Va.

Robert Clauson, formerly with KYW Cleveland sales dept., named WLW Cincinnati radio sales exec.

REPRESENTATIVES

Dwight S. Reed, v.p., Chicago, and **Frank E. Pellegrin** v.p., New York, promoted to exec. v.p.'s of H-R Representatives Inc. Also, **Avery Gibson,** former research dir. named v.p. in charge of sales development. And, **Sal J. Agovino,** McCann-Erickson broadcast supvr., has joined radio sales staff.

Mark P. Hanlon, formerly account exec., WSAZ-TV Huntington, W. Va., appointed asst. general mgr. of Ohio Stations Representatives.

H. Leslie Atlass Jr., former dir. of programming for WIND Chicago, named head of program development for Headley-Reed Co., Chicago.

Kenneth F. Campbell, formerly with WINS New York sales dept., appointed account exec. for The Branham Co., New York.

Judy Mischel, formerly with JAC Recording Co., New York, appointed sales service mgr. for Good Music Broadcasters, New York.

NETWORKS

Edwin R. Peterson Jr., formerly account exec. at Keystone Broadcasting System Inc., Chicago, named gen. mgr. of Detroit office. Also, **John T. Hartigan,** formerly with Forjoe & Co., Chicago, named account exec. in Chicago office. And, **Blanche Stein,** dir. of station relations, has resigned to move to New York City.



Moler



R. P. Straus



Labunski



Schuebel



Garesche



Atlass



Peterson



O'Neil



Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer–in science, engineering, government, or the arts–is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help–and they need it now!

HIGHER EDUCATION
KEEP IT BRIGHT

If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

EDITORIAL



. . . fall winds

OUTLOOK IS BRIGHT

At this stage of the game, the outlook for fall radio business is bright. Based on such economic factors as increased advertising outlays and new product introductions, particularly in the automotive and tobacco categories, the radio industry expects the coming months to see solid increases over last year's period. (See *What Will the Fall Winds Bring?* p. 27)

There is little doubt that the radio sales curve is linked more closely than ever to the jumps and drops of total advertising outlays. Witness what happened in 1958 and the slow recovery at the beginning of 1959.

There are, of course, special media considerations that will affect advertiser expenditures in radio for the coming months. One of the big areas for concern is the over-ripe demand for driving-time announcements.

RESEARCH SHOWS

As one representative states, "You don't really sell driving times; it's more like taking orders."

Radio salesmen have been doing all kinds of things to win advertiser confidence in buying the total radio day and week. New package plans and circulation studies all have been brought to bear on the problem.

But there is still a general reluctance to accept fully the idea of buying non-driving hours. Perhaps the latest Nielsen study is the key that will unlock the door.

According to the research firm, 21 percent of total listening throughout the day is confined to driving times (7 to 9 a.m. and 4 to 6 p.m.). This means that 79 percent of a day's listening is spread throughout the other hours.

If agencies heed the research they so correctly demand, this fall should see the spreading of announcements throughout the day as well as increased advertiser interest in the sound medium.

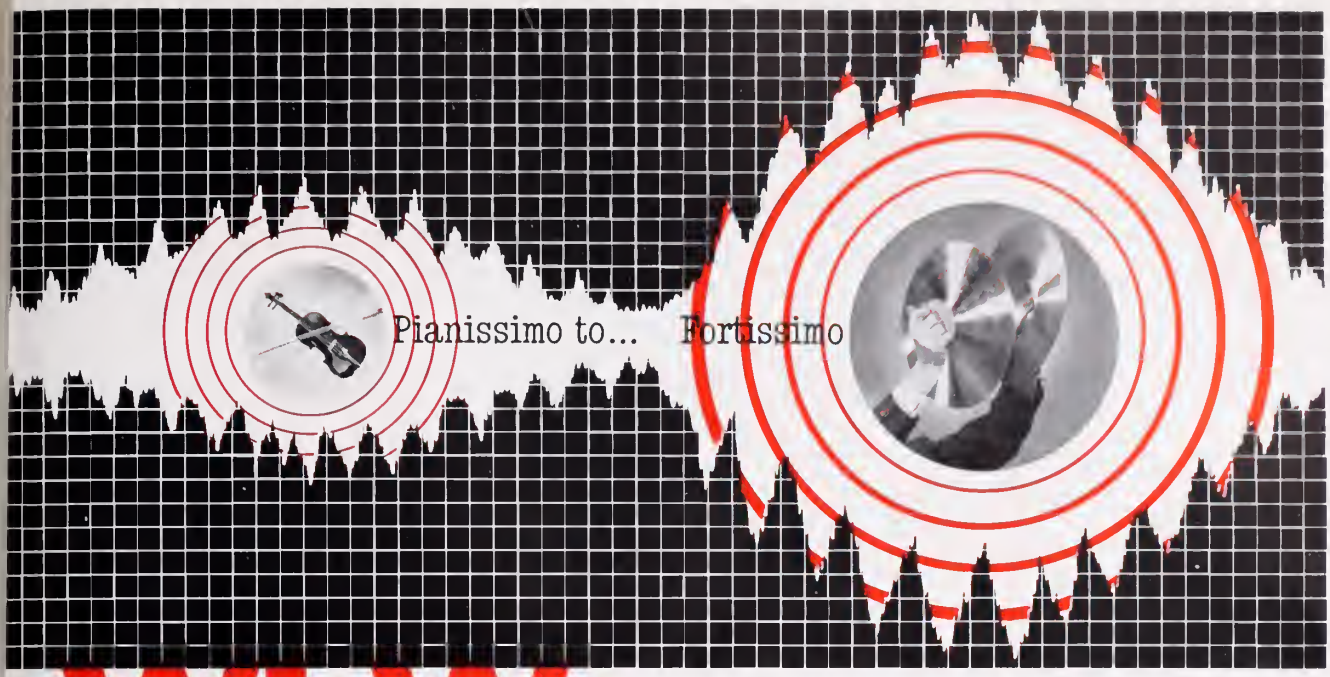
TIME IS NOW

The two-day clinic held in New York late last month by Peters, Griffin, Woodward Inc. was met with great enthusiasm by station management. (See *Two-Day Look in the Mirror*, p. 51.)

The closed seminar, titled "Spot Radio's Time Is Now," gave evidence to the desire of radio stations to sit down with agency and advertiser executives in a healthy exchange of criticism and ideas.

PGW found its represented stations eager to review the basic elements of radio operation today—programming, sales, promotion—with an eye towards taking a fresh idea home.

This form of exchange can only harbinger well for a business that is mature enough to sit down not only with its own members, but with its customers as well to find out how to improve its service continuously.



WLW Acclaimed.....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station – according to Frank H. McIntosh Laboratory, Binghamton, N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time – check these figures below ... and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!)
WITH WORLD'S HIGHEST FIDELITY

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION..... PER WEEK.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC · **Sales Offices:** New York, Cincinnati, Chicago, Cleveland · **Sales Representatives:** Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.

SELL KANSAS CITY





America's 17th Market*...

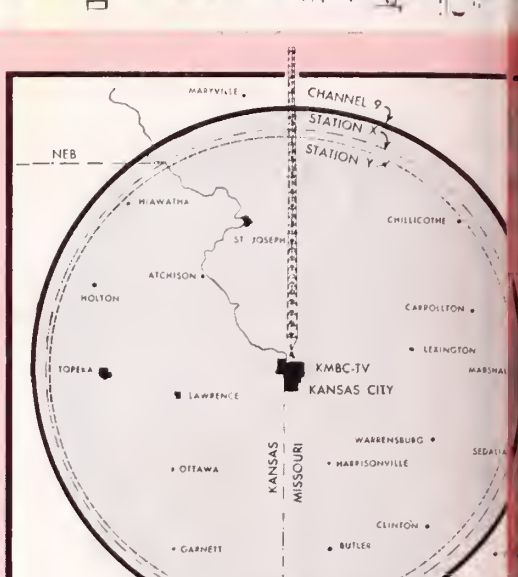
with the TOPularity Stations

KMBC-TV CHANNEL 9

... reaches 36,316 more homes with Class "A" coverage than does its nearest competitor.

KMBC-TV is the *most powerful station* in its huge coverage area ... 316,000 watts from its "Tall Tower" ... serving 1,674,978 people!

KMBC-TV is the *most popular station* in the Kansas City market. High-rated, station-produced programs are liberally laced with an ever-growing number of sparkling ABC-TV shows destined to capture a *still greater majority* of the area's top network program ratings.



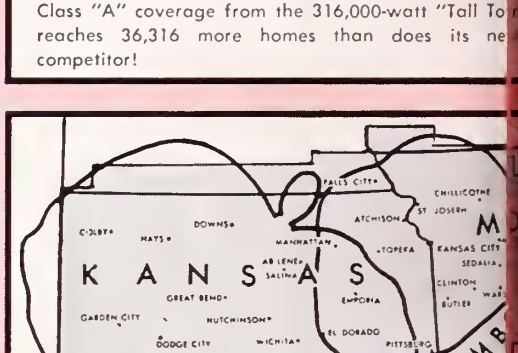
KMBC-TV's 0.1 mv contour covers approximately 25 square miles in rich western Missouri and eastern Ka Class "A" coverage from the 316,000-watt "Tall To reaches 36,316 more homes than does its ne competitor!

KMBC-KFRM RADIO

The Kansas City Trade Area Team

... serving the Kansas City Trade Area with twin transmitters and 10,000 watts power ... blankets a prosperous area of four million population—western Missouri plus ALL of Kansas as a BONUS. You get KFRM *free* when you buy KMBC! Deftly balanced programing features the Midwest's TOPular broadcasting personalities. Their audience-oriented music, live news and sports, farm service and women's shows deliver terrific listenership and turn advertising impact into sales. Top personalities plus top programing with "the Top 10,000 Tunes" create TOPularity.





Nate how closely KMBC-KFRM 0.5 mv coverage fits Kansas City trade area (shaded) as defined by indu economists of 10th District Federal Reserve Bank. A 1¼ million families (about 4 million persons) p buying power exceeding $6½ billion annually!

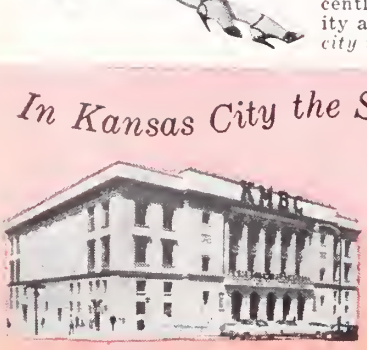
* Kansas City Metropolitan area has risen to 17th in the nation in TOTAL NET EFFECTIVE BUYING INCOME, according to *Sales Management* 1959 "Survey of Buying Power." (Kansas City has recently been rated by a national investment authority as having the *greatest growth potential of any city in the United States!*)

In Kansas City the Swing is to **KMBC-TV**

abc

Kansas City's Most Popular and Most Powerful TV Station

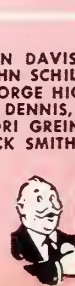
DON DAVIS, President
JOHN SCHILLING, Executive
GEORGE HIGGINS, Vice Pres
ED DENNIS, Vice President
MORI GREINER, Television M
DICK SMITH, Radio Manager



and in Radio the Swing Is to

KMBC of Kansas City — KFRM for the State of Kansas

with 10,000 Watts Power from Twin Transmitters



PETERS, GI
WOODWA
Exclusive National

buyers and sellers of radio advertising

U.S. RADIO

VOL. 3—NO. 9

SEPTEMBER 1959

35 CENTS

SCAL GROOVE
o Missing a Bet
ic Programming?
page 23

SDAY MEDIUM
's Food Strategy
trates on One Day
page 30

CAMPAIGN
ffers Advertisers
leans to Test Radio
page 34

NGS QUESTION
gency Executives
Bases for Buys
page 38



Ole Waage
r's Cookies Gives
96% of Ad Budget;
California Sales
page 26

PEOPLE
work—play—*LIVE*
by RADIO!





WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PAINTING or polishing, at work or play—radio is always close at hand. There's no other medium that sells *so often, so economically, so completely.* The "do-it-yourselfer" certainly can't mend screens while he watches television or reads a magazine or a newspaper.

But selecting believable, big-audience radio stations for your schedule is as important as radio's own special appeals.

WHO Radio is the very best in all Iowa—the station that is aggressive, alert, *alive!*

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience — first place in every quarter hour surveyed — the balance being divided among 88 other stations!

WHO Radio's superior facilities, personnel and programming pay off. WHO is a solid salesman—a "pro" that people BELIEVE. Ask your PGW Colonel for all the details on WHO Radio—serving *Iowa PLUS!*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., *National Representatives*



the HOTTEST radio station in St. Louis

KWK

*HOOPER UP 140%

*NIELSEN UP 90%

*PULSE UP 60%

IN SIX MONTHS

the HOTTEST radio buy in St. Louis

GENERAL MANAGER:
William L. Jones, Jr.

MAY - JUNE '59

National Rep:
HEADLEY REED

KWK *Radio, Inc.*

"The Station with a Personality"

1380 KILOCYCLES
5000 WATTS

800 NORTH 12TH ST. LOUIS 1, MO.
MAIN 1-1380

September 1, 1959

Memo From: WILLIAM L. JONES JR.
General Manager

Advertisers have found IT PAYS TO ADVERTISE ON KWK!

National spot business on KWK has jumped 400% during the first six months of 1959. Local advertisers have also increased their expenditures on KWK, showing a six month increase of 200%.

The figures you see outlined in the advertisement on the opposite page are more true today than ever before. KWK is continuing to create a Heat Wave of enthusiasm among the more than two million radio listeners in the Greater St. Louis area.

Check the figures. You'll find that your cost-per-thousand on KWK is the minimum — your results will reach their maximum.

Contact your nearest Headley-Reed office for full particulars.

Looks like a Hot Fall and Winter ahead for St. Louis radio listeners.

In Milwaukee it's **WEMP** 5000 WATTS 1250 KC

WINNING POWER PLUS



There is no close second to WTOP in the Pulse 20 county study of the Greater Washington area. In quarter hour wins, WTOP leads the number two station by 73% and takes a thundering 166% lead over the number three station. In fact, all the other stations combined fail to equal WTOP in quarter-hour wins! To listeners and advertisers alike, the IMPORTANT station remains . . .

wtop radio

WASHINGTON, D. C.

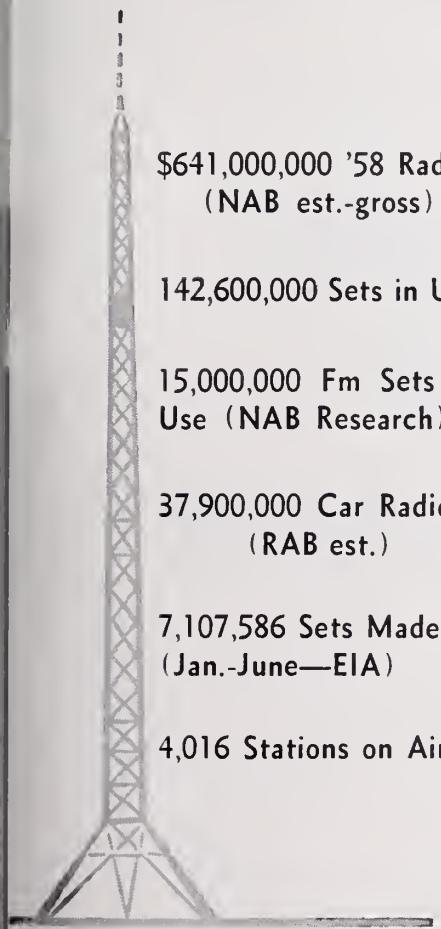
An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WTOP Radio. *Washington, D.C.* **WTOP-TV,** *Channel 9, Washington, D.C.* **WJXT,** *Channel 4, Jacksonville, Flor*



Radio's Barometer



$641,000,000 '58 Radio (NAB est.-gross)

142,600,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

7,107,586 Sets Made (Jan.-June—EIA)

4,016 Stations on Air

Spot: The top 50 spot radio advertisers spent $41.4 million in the medium during the first six months of 1959, according to the recent report from Radio Advertising Bureau. Ford Motor Co. was spot's biggest customer, spending $3,250,000 from January 1 to June 30. The other members of the top 10 in order are: Liggett & Myers Tobacco Co.; R. J. Reynolds Tobacco Co.; General Motors Corp.; Chrysler Corp.; P. Lorillard Co.; American Tobacco Co.; Anheuser-Busch Inc.; Joseph Schlitz Brewing Co., and Thomas Leeming & Co. (See *A Bridge To Sales*, p. 35.)

Network: ABC Radio reports nearly $2 million in new and renewed business during July, said to be the network's largest gross billings for that period in recent years. CBS Radio states it has netted more than three-quarters of a million dollars in new and renewed business during one week in mid-August. NBC Radio reports a total of $2 million in net sales during a one-month period ending in mid-August. (See *Report from Networks*, p. 54.)

Local: Increases in sales have been reported by the Westinghouse Broadcasting Co. (for its radio stations), WABC New York and KWK St. Louis. WBC states that total radio gross sales for the first six months of 1959 were 10 percent ahead of the comparable period in 1958. WABC General Manager Ben Hoberman reports that at the end of the third quarter, the station has more than 30 percent more business on the books than during the same period last year. KWK General Manager William L. Jones Jr. states that the station's national sales are up 200 percent in the same period.

Stations: The number of am and fm stations on the air at the end of July totaled 4,016, an increase of 17 (11 am and 6 fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,388	628
Applications pending	476	42
Under construction	125	160

Sets: Total radio set production including car radios in June was 1,430,165; six-month total was 7,107,586, according to the Electronics Industries Association. Total auto radio production for June was 637,806; six-month total was 2,900,196. Total radio sales in June, excluding car radios, were 678,195; six-month total sales were 3,158,881. Fm set production for June totaled 50,783. • • •



for buyers and sellers of radio advertising

U.S. RADIO

SEPTEMBER - 1959 VOL. 3 - No. 9

. . . IN THIS ISSUE . . .

Radio's Musical Groove 23
An Analysis of the Interplay Between Music And Radio Plus a Report on Musical Trends

Mother's Cookies 26
West Coast Firm Gives Radio 96% of Budget, and Leads Area in Sales

Thursday Is Selling Day 30
Advertising Agency Places Total Emphasis on One-Day Promotion for Food Clients

Test Campaign Proposal 34
Radio Advertising Bureau Offers Clients New Means of Testing Radio Sales Power

How to Talk to Women 36
Celebrating its 25th Year in Radio, Housewives' Protective League Has Answer

Question and Answers 38
Just How Important Are Ratings? Two Agency Executives Give Opinions

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	58
BPA Memo	48	Report on Fm	56
Commercial Clinic	45	Report from Networks	54
Editorial	64	Report from RAB	50
Focus on Radio	40	Report from Representatives	52
Hometown U.S.A.	43	Silver Mike	18
Letters to Editor	20	Soundings	7
Names and Faces	62	Station Log	46
Radio Registers	49	Time Buys	8
Radio Research	60	Washington	15
Report from Agencies	53		

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Stan Walker — *Assistant Editor*
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Blanche Stein — *Administration*
Jo Ganci — *Secretary to Publisher*

West Coast Representative—
Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583

% Edith K. Whaley
3493 Cahuenga Blvd.
Los Angeles 28, HOllywood 3-2215

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51.7%

of the total automotive gross sales are made in the KEYSTONE COVERAGE AREA!

● Eighteen and one half BILLIONS of DOLLARS in automobiles and accessories are purchased in areas covered by Keystone stations.

We'll be happy to send you our just completed KEYSTONE AUTOMOTIVE STUDY and our latest STATION LIST. Write to our nearest office:

CHICAGO 111 W. Washington St. STate 2-8900
NEW YORK 527 Madison Ave. ELdorado 5-3720
LOS ANGELES 3142 Wilshire Blvd. DUnkirk 3-2910
SAN FRANCISCO 57 Post St. SUtter 1-7440

DETROIT Penobscot Building

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.

• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



Another Great Modern Radio Station For

YOUNGPRESENTATION

Effective
October 1, 1959
Adam Young Inc.
becomes exclusive
national representative for

KOCY

Consistently among the leaders and blessed with the most effective coverage of the prime *metro* area of

OKLAHOMA CITY

The KOCY story is a *sales*-stirring story of modern programming . . . huge audience . . . and demonstrated effectiveness. Our knowledgeable people in seven key centers are ready to stir up sales for you at Oklahoma City's lowest cost per thousand.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK
3 East 54th St.
New York 22, N.Y.
PL 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
MIchigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
MAin 1-5020

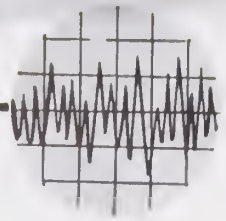
LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 25. Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Altanta, Ga.
TRinity 3-2564

soundings



Expanding Radio Activity Prompts CCA Realignment

A year ago, Community Club Awards had 130 station subscribers and about 50 CCA campaigns ready to kick off for the fall; today, CCA has 184 station members with 100 autumn promotions set to take place. This growth has prompted administrative realignment and the naming of three new division managers: Philip Peterson, eastern division manager (New York office); John Karr, central division manager (Chicago office), and Russ Hudson, western division manager (San Francisco office).

New Series of RTES Seminars Getting Ready

New series of 16 luncheon meetings of the Time Buying & Selling Seminar of the Radio & Television Executives Society, New York, will start Tuesday, November 10. Under the chairmanship of R. David Kimble, account executive, Grey Advertising Inc., New York, a record turnout is being sought.

Programming Effort, Local Sales Key to RAB Conferences

Efforts stations are making to improve their product is evidenced in fact they are spending about 30 percent more for programming this year than last, Radio Advertising Bureau is telling its fourth annual Regional Management Conferences (September 2 through October 6). At the same time, Kevin B. Sweeney, president, estimates that local business will have a record year, running eight to 10 per cent ahead of 1958 (also see *A Bridge to Sales*, p. 34).

Dorrell Sees New Face For Radio Research

Effective radio research will be placing greater emphasis on audience characteristics—"the faces behind the figures," W. Ward Dorrell, vice president and research director, John Blair & Co., tells U. S. RADIO. As examples, he cites two "radio audience image" studies conducted by Pulse—one in Boston (soon to be released) and the other in Washington, D. C.

'Big Ticket' and Health Products Targets of New Promotion

Ready to start about September 21, ABC Radio is launching a new editorial impressions promotion called "AutumnAction." It is aimed at "big ticket" and health (vitamin, drugs, food) products. Here's how it works: Each hour editorial information designed to "build remembrance and want" for products (not brands) will be carried by the network.

Selective Network Plan Shown to Radio Executives

A plan that would create selective networks, defining a national audience in terms of age group, taste levels, education, among other things, has been shown to top executives at two networks and a few representative organizations. The plan, devised by Martin Samit, director of Consumer Behavior Labs and former NBC Radio executive, would define a network's audience in terms similar to the selectivity of magazines, but would make networks solely programming operations.

WPTF
Raleigh-Durham



has Greater
Food SALES
than the 12th Metropolitan Market

28th Radio Market - WPTF
$541,043,000

28th Metropolitan Market
$193,673,000

12th Metropolitan Market
$479,519,000

NATION'S 28th RADIO MARKET
NIELSEN #2



WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

Calumet Powder Co.

Agency: *Foote, Cone & Belding Inc., New York*

Product: BAKING POWDER

A heavy spot campaign in southern markets is being readied. It is set to begin sometime in October.

Campbell Soup Co.

Agency: *BBDO Inc., New York*

Full use of radio to advertise this company's many products begins this month with a heavy spot and network campaign running 21 weeks. The saturation spot schedule will cover the morning and afternoon time periods until 6 p.m. with an average of 55 spots per week in over 70 markets. In addition, the firm will sponsor CBS morning personality programs and the network's afternoon soap operas. Hal Davis handles the timebuying.

Chock Full O'Nuts Corp.

Agency: *Grey Advertising Agency Inc., New York*

Product: COFFEE

The fall radio promotion for this "heavenly coffee" will begin in mid-September and run for eight weeks and possibly longer. The campaign will feature spot announcements in markets throughout the company's eastern seaboard distribution area. Don Green handles the timebuying.

Dr. Lyons Tooth Powder

Agency: *Dancer, Fitzgerald & Sample Inc., New York*

Early morning risers, in a campaign that continues until the end of November, are being reminded of the firm's product. A 20-market spot campaign in major cities will concentrate on the morning times. Ronald Bobic handles the timebuying.

Esso Standard Oil Co.

Agency: *McCann-Erickson Inc., New York*

This company's gasoline and oil products will receive four weeks of on-air promotion beginning early this month. Using heavy spot campaigns in 16 markets, with every station being employed in certain markets, the promotion will center around the "traffic times" from Thursday through Sunday. Joe Granda is the timebuyer.

Falstaff Brewing Co.

Agency: *Dancer, Fitzgerald & Sample Inc., New York*

Product: FALSTAFF BEER

A three-market radio campaign including the Texas area, will begin at the end of September. Running for about seven weeks, it will feature spot announcements. Walter Harvey is the timebuyer.

Ford Motor Co.

Agency: *J. Walter Thompson Co., New York*

Product: 1960 MODELS

The initial on-air promotion for this firm's new cars, including the compact Falcon, begins September 28 in major markets across the country. Running for three weeks, the campaign will feature spot announcements at key traffic times. Allan Sachs is the timebuyer.

Ford Motor Co.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: MERCURY

This automotive account will launch another swing into radio, with a six-week campaign beginning sometime in mid-October. Tenta-

(Cont'd on p. 10)

Great Moments



on a Great Radio Station



KMOX Radio outweighs all other St. Louis media in community impact!

The language was unfamiliar, but the sound was universal—the piping voice of a three-year-old singing his first song. In that moment, half a world of differences melted away. Because of young Tran-Van-Anh's song, Laos would never again be just a place on a map, nor its people nameless millions. Life among Tran-Van-Anh's people, in Communist-pressed Indochina, is brought home to KMOX Radio listeners through "Operation Medico"—a weekly report by Dr. Thomas Dooley, a St. Louis physician, on his mission to Laos. This is another example of the programming scope of the "Voice of St. Louis"—a voice that never talks down to its audience.*

*The largest audience ever reported by Pulse for a St. Louis radio station. (Annual Cumulative Pulse study of Metropolitan St. Louis, December 1954 thru January 1959)

KMOX RADIO

CBS IN ST. LOUIS

50,000 WATTS, REPRESENTED BY CBS RADIO SPOT SALES



BALANCED Programming Sells to Everyone!

Family listening is at its best in the vast San Antonio market on KONO Radio. With top ratings throughout the day, KONO delivers MORE men, MORE women, MORE teens, MORE kids — and at less cost per 1000.

To check ratings, check audience composition . . . and to check availabilities — call your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC
KONO Radio
JACK ROTH, Mgr.
SAN ANTONIO, TEXAS

time buys

(Cont'd from p. 8)

tive plans call for the promotion to cover 60 markets with one-minute spots centered around key "traffic times" and news and sports adjacencies. Lou Kennedy is timebuyer.

The Greyhound Corp.

Agency: *Grey Advertising Agency Inc., New York*

A saturation spot campaign coupled with network radio sponsorship are the fall advertising plans for this transportation firm. Beginning September 14 and running for 13 weeks, Greyhound will hit the airwaves in 24 West Coast markets with a "concentrated spot radio campaign" which will be at its peak in Los Angeles—120 to 150 spots a week. The smallest amount will be 25 spots per week in El Centro. In addition, the company will sponsor *People Are Funny* on NBC Radio for 26 weeks. This will consist of one-minute participations. Joan Rutman is the timebuyer.

Grove Laboratories Division of Bristol-Myers Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: MINIT-RUB

An extensive spot radio drive in major markets was tentatively set, at press time, for a September 15 start. Pete Scott is the timebuyer.

Robert Hall Clothes Inc.

Agency: *Arkwright Advertising Inc., New York*

Donning a new set of clothes for the coming season, Robert Hall has begun a saturation campaign which will run for about 17 weeks through the middle of December. This nationwide sound medium promotion features an average of 50 one-minute spots per week in 150 markets. Jim Hackett handles the timebuying.

V. La Rosa & Sons Inc.

Agency: *Hicks & Griest Inc., New York*

Product: MACARONI PRODUCTS

A 10-market radio campaign promoting this firm's complete line begins September 14 and will run at least until January 1. An average of 50 one-minute spots will be heard from 7 a.m. until 7 p.m. each week on about 17 stations. Vince Daraio handles the timebuying.

Thos. Leeming & Co.

Agency: *William Esty Co., New York*

Product: PACQUINS AND BEN-GAY

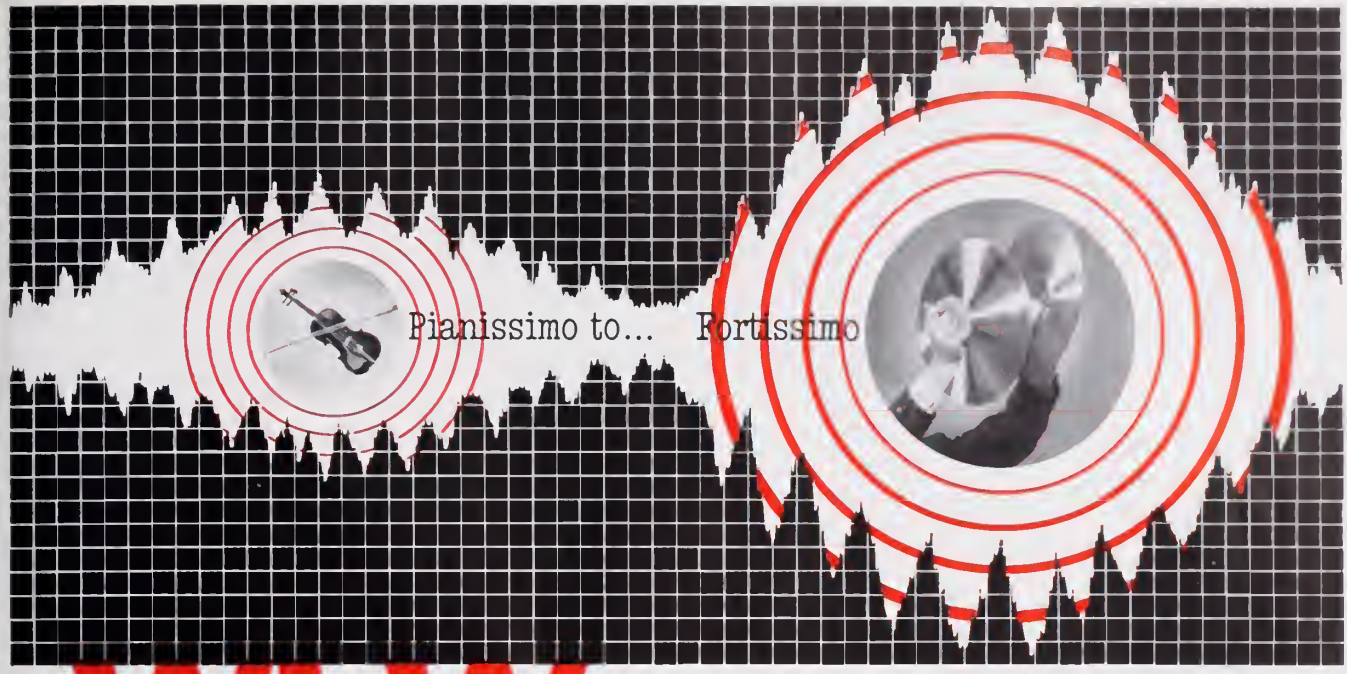
This big spot radio user will be back on the airwaves in late October with a 26-week nationwide campaign. Covering most of the major and smaller markets, it will feature one-minute spot announcements. Jack Fennell is the timebuyer.

National Shoes Inc.

Agency: *Mogul Lewin Williams & Saylor Inc., New York*

The strongest advertising effort among four media is being given to radio as the company resumes heavy activity this fall on 30 stations. Total advertising budget has increased 14.5 percent over last year's and will provide fuel for the biggest ad campaign in the firm's history. A new one-minute radio jingle, which will retain the familiar "Ring the Bell" theme, will be heard in 38 markets, predominantly eastern states (Maryland, Virginia, Pennsylvania, Massachusetts, New Jersey, Connecticut

(Cont'd on p. 12)



WLW Acclaimed.....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station – according to Frank H. McIntosh Laboratory, Binghamton, N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time – check these figures below ... and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!)
WITH WORLD'S HIGHEST FIDELITY

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION..... PER WEEK.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC · **Sales Offices:** New York, Cincinnati, Chicago, Cleveland · **Sales Representatives:** Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.

'THE VOICE OF LONG ISLAND'

WHLI

10,000 WATTS

THE ONLY STATION
THAT COMPLETELY COVERS
THE NATION'S 6th

LARGEST MARKET!
(Nassau-Suffolk)

WHLI dominates greater Long Island . . . the booming market that ranks 6th among counties in the U.S. in these categories

POPULATION	1,897,600
NET INCOME	$4,392,349,000
FOOD STORE SALES	$ 764,361,000
AUTO STORE SALES	$ 408,969,000
GAS STATION SALES	$ 174,106,000

(Sales Mgt.)

WHLI has the Largest Daytime Audience in the Major Long Island Market . . . Bigger than any network or independent station!
Pulse

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

time buys

(Cont'd from p. 10)

and New York). Schedules will run for 39 or 52 weeks. Joyce Peters is the timebuyer.

Northam Warren Corp.

Agency: *Ellington & Co., New York*
Product: ODORONO

A six-week campaign, beginning September 14, will launch this deodorant's fall promotion in 21 markets throughout the country. Between 20 and 30 spots will be used each week during early morning breaklast and traffic times and in the afternoon to reach the housewife audience. Mary Dowling is the timebuyer.

Pharmaco Inc.

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*
Product: CORRECTOL

A test campaign that will determine future radio use is being undertaken in eight markets in Texas and Oklahoma, centering around Dallas and Oklahoma City. Beginning September 21, and running for 13 weeks, the promotion for this women's laxative will consist of about 10 spots per week. Aimed at the housewife, spots will be aired between 9 a.m. and 3 p.m. Jeff Fine is the timebuyer.

Rayco Manufacturing Co.

Agency: *Mogul Lewin Williams & Saylor Inc., New York*
Product: SEAT COVERS, MUFFLERS

An expanded radio campaign picks up this month. Schedules, running 39 or 52 weeks, will blanket about 70 markets. Over 87 stations will air a total of 2,500 minute announcements a week. Lynn Diamond is the timebuyer.

Renault Inc.

Agency: *Kudner Advertising Agency Inc., New York*
Product: IMPORTED CARS

One of the chief competitors to U. S. automobile manufacturers, this company will be using national radio for the first time beginning the end of this month. It will sponsor *NBC News On the Hour*, a network news program carried by more than 185 NBC network stations every hour, Monday through Friday. In all, this imported line will be heard 43 times per week on these newscasts. John Marsick is the timebuyer.

Roman Products Corp.

Agency: *Smith Greenland Co., New York*
Product: PIZZAS, RAVIOLI

This firm's normally heavy fall promotion will start around mid-September with an average of around 200 spots per week—100 of these in New York, and the remainder in Philadelphia, Washington, Boston, Bridgeport and Hartford, Conn., and St. Louis. The new campaign will feature the debut of an Italian personality, named Octavius, in the firm's commercials. (See *Can Food Advertisers Use Radio Diet?*, p. 30.)

Tuborg Ltd.

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., New York*
Product: IMPORTED BEER

Based on results it had with "good music" radio in the last quarter of 1958 (see *Will the Cash Register Ring for Fm?*, July 1959), this Danish premium beer is ready to buy for the fall. Campaigns that will run for eight or 13 weeks are set for Chicago, Baltimore and Houston; markets up for consideration are New York, Detroit and Cincinnati, among others. The buy is based on "good music" radio, either am or fm, depending on the market. The West Coast is being handled by the agency's western operation. Vince DeLuca is the chief timebuyer.



ase—
wheel
in a
eel" best
cribes the
lusive design of
new Gates CB-500
ntable.

drive is against a solid
er hub, away from the
ible playing surface of the
tter. Any vibration or rumble is
shing against the center bearing
tead of pulling away, such as in
ter rim turntables.

a result, rumble has been reduced sa
narkably that praductian line turntables naw
ceed earlier laboratary standards.

u, as a braadcoster, realize the impartance af this
phasis an true law rumble. Bath stereo and im-
aved standard monaural LP recordings are quick to
cent the rumble or noise factor—which has created new
d exacting demands of transcriptian turntables. The Gates
-500 is offered ta meet these demands and to greatly
prave the repraductian qualities af every an-air recarding.

u will want ta know more about this exciting new turntable.
rite today for Bulletin 108-B, which pravides test comparisons af
ading friction drive turntables and describes each outstanding feo-
re of the new Gotes CB-500

HARRIS
INTERTYPE
CORPORATION

GATES RADIO COMPANY

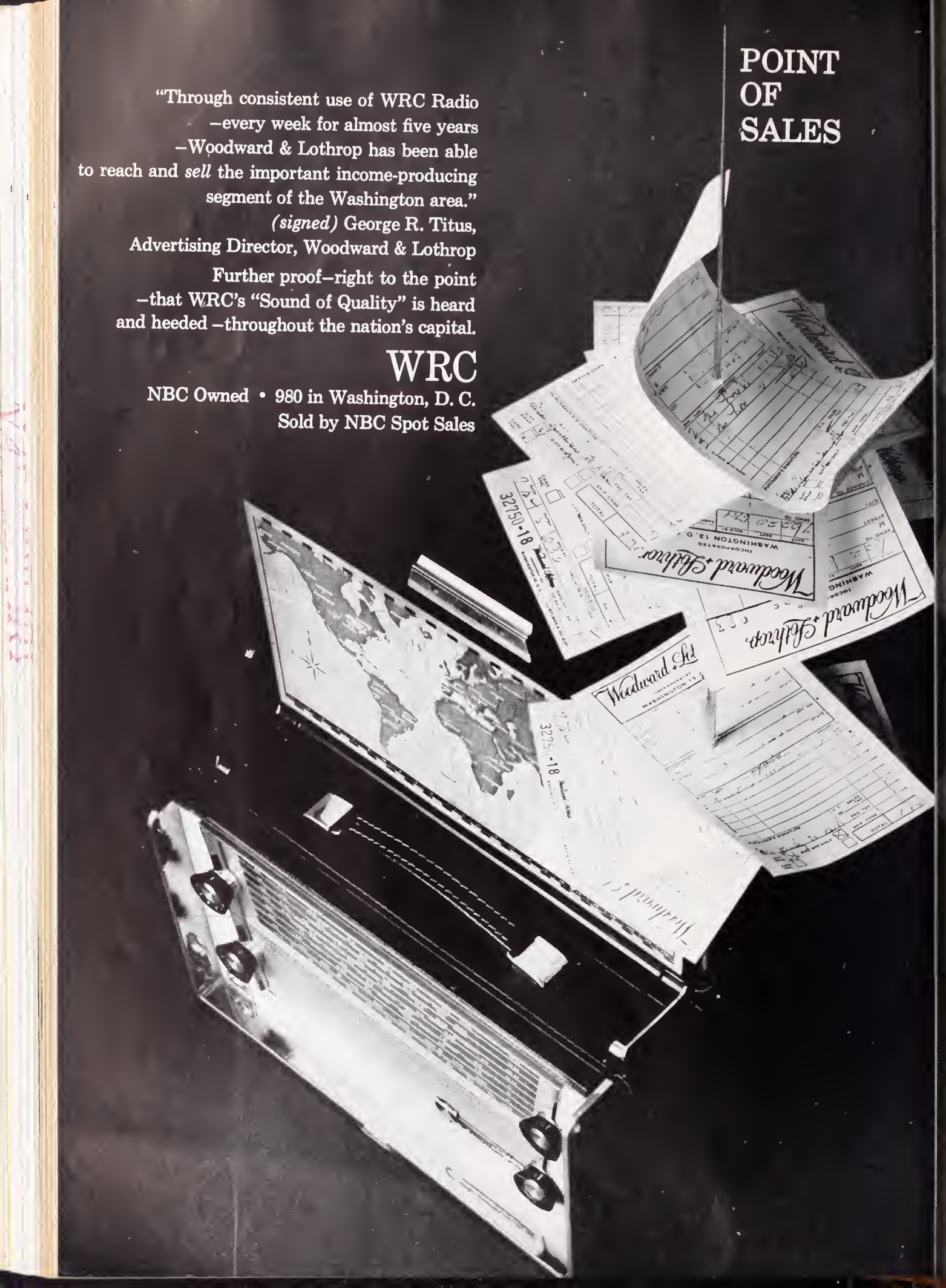
Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in:
HOUSTON, WASHINGTON, D.C.

International divisian:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY


POINT
OF
SALES
"Through consistent use of WRC Radio
–every week for almost five years
–Woodward & Lothrop has been able
to reach and *sell* the important income-producing
segment of the Washington area."
(signed) George R. Titus,
Advertising Director, Woodward & Lothrop
Further proof–right to the point
–that WRC's "Sound of Quality" is heard
and heeded –throughout the nation's capital.
WRC
NBC Owned • 980 in Washington, D. C.
Sold by NBC Spot Sales



Radio Editorial Assumes Significant Position

With radio's local community voice becoming louder, the radio editorial assumes growing significance in providing citizens with thought-provoking and well-balanced views on important issues.

The National Association of Broadcasters has long been interested in the development and historical base of the broadcast editorial. In *Editorializing on the Air,* a pamphlet prepared by its Committee on Editorializing, NAB reports on the growth of the radio editorial and discusses the broadcasters' problems—both moral and legal—in dealing properly with this new public service tool.

With individual stations having their own say concerning specific topics and methods in radio editorializing, NAB gives "ethical considerations" which can be used as guideposts for the stations. These are: The responsibility of the licensee; high professional skill; public interest; identification of the editorial and editorial record.

Editorial Must Have These Requisites

An editorial must be presented as the opinion of the licensee himself, and not merely as that of a station employee, says NAB. A station's reputation for integrity, responsibility and fairness must stand behind every editorial. It must be based on facts assembled by individuals who have a thorough knowledge of local problems and public affairs. NAB points out that the person delivering the editorial on the air should be either the manager or his designated representative.

It is felt that only issues of public interest should be dealt with in editorials, which must be clearly distinguished from news and other programming material by clearly defined announcements. Each editorial should be identified as a statement of opinion of the station management. In addition, editorials should be delivered from a script and, states the NAB, should be available to interested individuals.

As far as legal considerations are concerned in broadcast editorials, individual stations must use sound judgment in preparing each editorial. The editorializing policy of the Federal Communications Commission has remained substantially unchanged since its ruling in 1949, states the NAB. The FCC recognizes the right of the broadcaster to editorialize on any public issue.

Editorials Seen As One Phase of Public Service

Editorial presentation, according to the commission, is "just one of several types of presentation of public issues to be afforded their appropriate and non-exclusive place in the station's total schedule of programs devoted to balanced discussion and consideration of public issues." The obligations of a station depend upon the character of the editorial. When the subject is not expected to involve differences of opinion, the station is not expected to present other viewpoints. However, when

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



Things are bubbling at WETU, Wetumpka, Alabama! Ed Morgan, General Manager, sends us the story of how RCA Thesaurus' "Sell-Tunes" applied a bit of hard sell and quickly brought in big soft drink business to the station:

"Happy to report sale of *1800* announcements to Nehi-Royal Crown Cola Bottling of Montgomery, using Thesaurus jingle St-603A-2. Bottling Company 'highly pleased'... sale primarily because of the excellent jingle ... $3600.00 in brand-new billing."

Add sparkle to *your* sales story. Write for all the refreshing details about RCA Thesaurus today!

RCA **THESAURUS**

155 East 24th Street • New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

the subject is deemed capable of creating controversy, the FCC requires the station to make facilities available for the presentation of contrasting views.

The FCC, in its 1949 decision, stated: "It should be recognized that there can be no one all-embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues. Different issues will inevitably require different techniques of presentation and production. The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs to be devoted to each subject, the different shades of opinion to be presented, and the spokesman for each point of view."

According to the FCC's decision, if the public interest is best served in a democracy "through the ability of the people to hear expositions of the various positions taken by responsible groups and individuals . . ," then it is the responsibility of licensees to encourage and implement the broadcast of all sides of controversial public issues.

1949 Case Gives Decision On Editorial Standards

The 1949 decision followed the hearings on the Mayflower Broadcasting Co. case, which were held in 1948. In this case, a licensee had used the facilities of his station to promote ideas and political candidates of his own choosing. The FCC ruled that "a truly free radio cannot be used to advocate the causes of the licensee. . . . It cannot be devoted to the support of the principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate."

The licensee's duty to operate in the public interest, according to the FCC's 1949 decision, stipulates that only when editorialization conforms with the right of the public to hear a reasonably balanced presentation of all responsible viewpoints on certain issues, can this editorialization be considered consistent with this duty. • • •

WKLO
LOUISVILLE

THE MOST WONDERFUL SOUND IN DERBYTOWN

the grand new, brand new

WKLO

SOLD NATIONALLY BY:

robert e. eastman & co., inc.

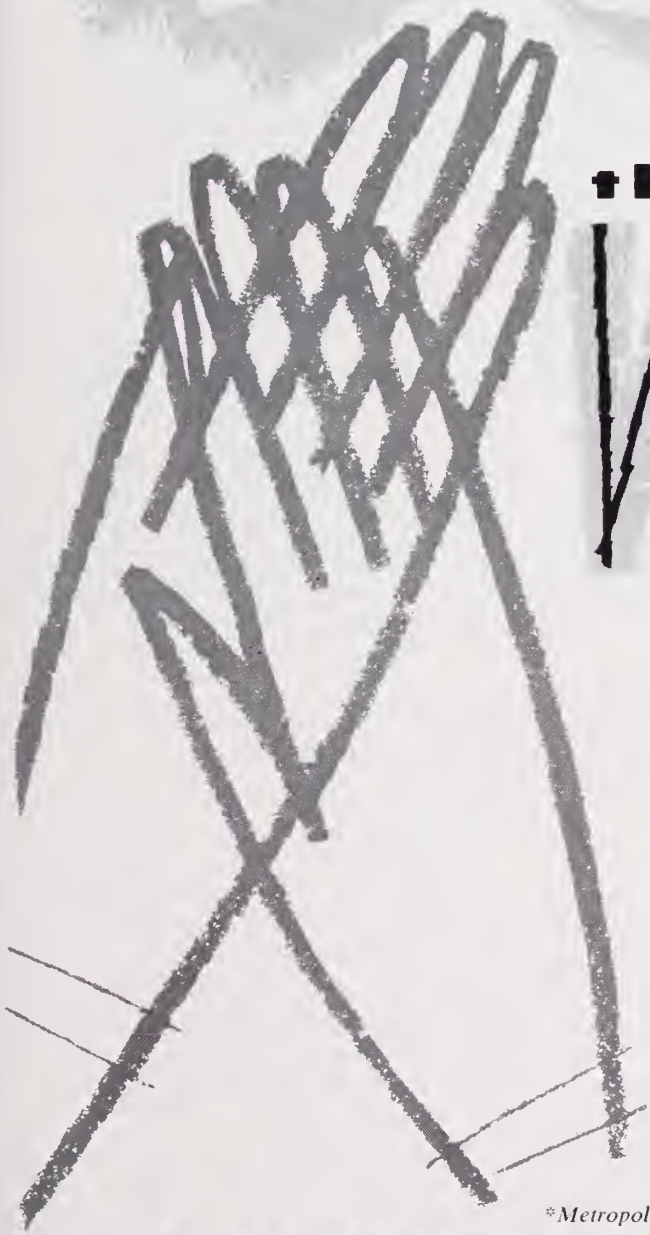
SPONSOR
THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

VARIETY
for buyers and sellers of radio advertising
U.S. RADIO

PRINTERS' INK

28th YEAR
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO DAILY—TELEVISION DAILY



the editorial

Whee!

TV repair racket to Pentagon reorganization . . . child molestation to federal aid to education —WWDC has been airing its views editorially on these and other controversial topics for a year and a half. Actually, we were pioneers in this now popular field—in keeping with our position as Washington, D. C.'s most-listened-to station.* The reactions and results have been most gratifying, not only from the trade press but even more importantly from many of the groups and individuals under whom we have managed to light a few fires.

P.S. Similarly satisfactory results are assured for straight commercials!

**Metropolitan Washington 5-county Pulse — month after month*

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Centraliowa! Now topping *three* network stations—and most quarter-hour gains of *all* stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I' (Mon. thru Fri.—Pulse May 1958—March 1959) Hooper up, too, 68%.

And you *still* get that low, low cost per mmmmmmmmm!

IN DES MOINES AND CENTRALIOWA, BUY

KSO

RADIO ON THE GO!

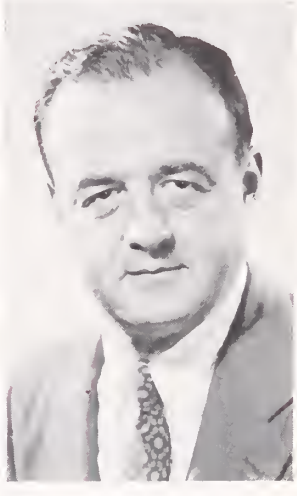
PHONE TONY MOE AT KSO

or contact H-R REPS

LARRY BENTSON, President
TONY MOE, Vice-Pres.-Gen. Mgr.
JOE FLOYD, Vice-Pres.

the Silver Mike





THIS MONTH:

HENRY O'NEIL

Advertising Manager
American Airlines

'More Responses From Radio Than From Other (Media)'

"We have received more responses from radio than from any other form of advertising," declares Henry O'Neil, advertising manager for American Airlines.

For the past six years, Mr. O'Neil has been responsible for the advertising campaigns of the airline. "Seven years ago, everyone thought radio had had it as an advertising medium," he says.

"The airline, however, decided to sponsor all-night music programs. These became so successful in promoting our airline, that we then purchased daytime announcements also . Today, we spend over a million dollars on long-time radio contracts," emphasizes Mr. O'Neil.

Foremost in the airline's radio advertising is the all-night program, *Music 'Til Dawn*. Mr. O'Neil states that "We have actually received a great many letters from listeners telling us that they are flying American because of the *Music 'Til Dawn* program."

Mr. O'Neil points out that radio meets the needs of American's advertising campaign because the medium allows for "sudden changes in planning and scheduling which may arise."

Starting out in 1941, when airplane travel was just becoming recognized, Mr. O'Neil has grown with American to the present era of the Boeing 707.

He came to American a few years after attending Hamilton College in Clinton, N. Y. During the course of his 18 years with the firm, Mr. O'Neil has served as district manager of passenger services in Washington, D. C., a member of the sales department in Washington, and a member of the New York operations department.

He and his wife, Doris, have a son, David, two years old. They live in Murray Hill, N. Y.

With the arrival of the jet age, air travel looms even bigger in the future. As far as American Airline's advertising is concerned, Mr. O'Neil states: "We will be quite heavy in the radio medium for a long time to come." • • •

ARE WE "SELLING" FOR YOU?

OUR STORY

- The "COUNTRY MUSIC NETWORK" is available from Coast-to-Coast!
- This Spot Network is flexible, and can be tailored to suit your needs . . .
- Many Stations can be bought with a single purchase-order, payable with just one monthly check . . .
- The much-desired single package-rate is in effect . . .
- Our *first* Success Story, is our *best* $uccess $tory — SINCLAIR REFINING CO. recently renewed the COUNTRY MUSIC NETWORK for a second 52-week cycle . . .
- Selling to over half the Nation's population! ! !
- All of our stations specialize in merchandising and promotion.

OUR NETWORK

KCUL . . Ft. Worth-Dallas
KRCT . . Houston
KDAV . . Lubbock
KZIP . . Amarillo
KHAT . . Phoenix
KMOP . . Tucson
KPIK . . Colorado Springs
KLAK . . Denver
KSOP . . Salt Lake City
KKEY . . Portland, Ore.
WEAS . . Atlanta
WPNX . . Columbus, Ga.
WJIV . . Savannah, Ga.
WATV . . Birmingham

WABB . . Mobile
KCIJ . . Shreveport
WMIE . . Miami
WHBO . . Tampa
WOOO . . Daytona Beach-DeLand
WQIK . . Jacksonville
WPFA . . Pensacola
KEVE . . Minneapolis-St. Paul
KOOO . . Omaha
KCKN . . Kansas City
WEW . . St. Louis
KLRA . . Little Rock
WKXV . . Knoxville
WFSC . . Franklin, N. C.

KWAM . . Memphis
WENO . . Nashville
WTAQ . . Chicago
WEXL . . Detroit-Royal Oak
WREM . . Utica-Rome-Remsen, N. Y.
WCBG . . Chambersburg, Pa.
WAVL . . Pittsburgh-Apollo
WLDB . . Atlantic City
WBMD . . Baltimore
WABW . . Annapolis, Md.
WARL . . Washington, D. C.
WCMS . . Norfolk
WTCR . . Huntington, W. Va.-Ashland, Ky.
WMPM . . Smithfield, N. C.
WJWS . . South Hill, Va.

. . . and still growing . . .

OUR CLIENTS**

SINCLAIR
FORD
DELCO
POST CEREALS
UNITED FRUIT
MILLER'S HIGH LIFE
FOLGER'S COFFEE
READER'S DIGEST
AMERICAN CYANAMID

QUAKER OATS
PET MILK
AMOCO
BORDEN'S
GENERAL FOODS
ROI-TAN
PITTSBURGH PAINT
AMERICAN MOLASSES
REGIMEN

LEVER BROTHERS
PHILIP MORRIS
LINCOLN-MERCURY
DuPONT
KENT CIGARETTES
C & P TELEPHONE
GENERAL CIGAR
LYDIA PINKHAM
CONTINENTAL BAKING
NOXZEMA

LIFE MAGAZINE
BEECH-NUT GUM
GULF
LIPTON'S TEA
GREYHOUND
ROBERT HALL
MAXWELL HOUSE COFFEE
STERLING-WARNER
UNION CARBIDE CHEMICALS
ESSO

**The above is a partial list of clients, that purchased campaigns on one or more of the above stations . . .



Endorsed by
"CAWMBA"
The
Country and Western
Music Broadcaster's
Ass'n

Charles Bernard Company, Inc.

STATION REPRESENTATIVES

730 FIFTH AVENUE, NEW YORK 19
CIRCLE 6-7242



our news is HOTTEST

Hottest news in WBT's area is the success of WBT's news programs.

They outdraw the so-called "music and news" stations' newscasts by 98% more listeners mornings, 91% more afternoons and 137% more at night.*

Seven news gatherers cruising in seven two-way radio equipped cars join with CBS' honored news staff to provide Carolinians with the most complete radio news service in the nation's 24th largest radio market.**

Let us make sales news for your product. Call CBS Radio Spot Sales for a WBT news schedule.

* Pulse 25 county area 1959 (March)
** A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

LETTERS TO

In Good Humor

All of us Good Humor Men are most appreciative for the articles (*Portable Partners* and *Are Your Call Letters 'Me Too'?*, August 1959).

It used to be a mystery to me how publications such as U. S. RADIO could produce long articles month after month and still keep the facts straight. I am sure it raises a generous crop of ulcers each publication date.

However, as in the past, you came through in excellent style.

George C. Neumann
Vice President, Adv.
Good Humor Corp.
Brooklyn, N. Y.

Fm Interest

Splendid article on fm in your July issue (*Will the Cash Register Ring for Fm?*). Glad to see it. The more publicity this medium gets, the more industry acceptance will follow. And, of course, that's what's needed. May we have reprints?

Leonard Stevens
Radio-Tv Director
Weightman Inc. Advertising
Philadelphia

We . . . would like to commend the staff of U. S. RADIO for an excellent job (on fm) in the July 1959 issue. The article (*Will the Cash Register Ring for Fm?*) has entered the portals of advertising agencies throughout the country and I believe has helped to prove that fm is an effective sales medium for any product.

Herbert E. Groskin
National Sales Manager
Good Music Broadcasters Inc.
New York

Your special report on fm broadcasting (*Will the Cash Register Ring for Fm?* July 1959) and fm equipment (*Style Guide for Fm,* July 1959) fills a definite need. You have presented an interesting outline of a rapidly growing medium. Please accept our congratulations.

H. H. Brosius
Manager
KVOS Bellingham, Wash.

Congratulations on the fm story and material in your July 1959 issue. [It] is extremely informative to all of us who are convinced that fm

THE EDITOR

may be the air medium of the future.

Bruce Barrington
President
WKYB Paducah Ky.

May we extend our thanks and congratulations for the fm status report. This kind of reportage is of incomparable value to the fm broadcaster and always is reflected by a prompt upswing of advertiser interest.

Bert Cowlan
General Manager
WBAI-FM New York

Uncounted

In the July issue there was an extremely fine article concerning fm.

However, I note in the listing appearing on page 58 that there is no mention of KDKA-FM. Please include (the information) in any further listings of fm stations.

June L. Buzzelli
Advertising Manager
KDKA Pittsburgh

Ed. Note: An addenda is scheduled for a forthcoming issue.

Spreading the Word

Permission is requested to quote and reproduce items of interest from U. S. RADIO in our newsletters. Complete identification of the source will always be included.

You are to be congratulated . . .

Jim Hodges
Sales Manager
KQXR Bakersfield, Calif.

Ed. Note: Permission granted under conditions specified.

Note of Approval

You have made much progress and we want to congratulate you on your outstanding achievements to date.

Ward L. Quaal
Vice President & Gen. Mgr.
WGN Chicago

Sales Development

A tremendous job on the sales development story (*Building Sales*, August 1959). We feel the KMOX radio efforts were presented intelligently and completely.

Mrs. Alice Koch
Promotion Director
KMOX St. Louis

TIME BUYERS . . . help yourself to A TRIPLE TREAT

Do You Want AUDIENCE?

*First in total audience . . .
HOOPER (May-June, 1959)
PULSE (April-May, 1959)
NIELSEN (May-June, 1959)

K-NUZ IS No. 1* in TOTAL AUDIENCE

Do You Want ADULTS?

MORE ADULT LISTENERS . . .
Mon.-Fri. 7 AM-5 PM
*NIELSEN (June, 1959)
(No. 2 Station has only 51% Adult Audience)

K-NUZ Audience Composition IS 84% ADULT* Men and Women

Do You Want SPENDABLE INCOME?

MORE MIDDLE & UPPER INCOME AUDIENCE
*SPECIAL PULSE
(Apr.-May, 1958)

K-NUZ Audience Composition is 74% MIDDLE & UPPER INCOME*

the PACESETTER for HOUSTON . . .
MUSIC!
NEWS!
EQUIPMENT!

AIMS Association of Independent Metropolitan Stations

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
THE KATZ AGENCY, Inc.
• New York • St. Louis
• Chicago • San Francisco
• Detroit • Los Angeles
• Atlanta • Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581



Tough nuts to crack call for "AutumnAction"

Fall promotion plans for your product got you up a tree? Don't bury the problem and wait till winter. If yours is a big-ticket item, health or food product, consider these facts about ABC's great "AutumnAction" promotion . . .

1. Your commercial is next to editorials on your *type* of product, to build listener "wants" – leaving all your commercial time for selling *your* brand. You get support in other time spots, too.

2. You get ABC's "4-Most" Marketing Plan, a complete, coordinated merchandising package, covering all market groups essential to the successful promotion of your product.

That's "AutumnAction" in a nutshell. And all for the lowest cost per thousand in any national medium. (You can continue your campaign to Christmas at a discount for the extra period.) For full information on "AutumnAction," write or call:

ABC RADIO NETWORK

7 W. 66th St., New York 23, N. Y., SUsquehanna 7-5000

A reprint of the above illustration, suitable for framing, is available on request



Is Radio Playing Music In a Single Groove?

Record company executives believe radio is missing a bet by not playing music in a broader key. They contend that 'Mom' wants to listen to music, not tolerate it

The broad scale of musical offerings is having a tough time getting through the silver tone of radio, according to record company executives.

These men of music, who keep one ear tuned to the tastes of America and another to record sales, believe that radio in general is playing music in a single groove.

They decry what they believe is a tendency on the part of the listener's medium to reflect the musical preferences of a limited segment of the public.

Tastes have broadened more than changed, in the opinion of such music maestros as Mitch Miller of Columbia Records; Joe Reisman of

Roulette Records Inc.; Charles Grean of RCA Victor Record Division of Radio Corp. of America, and Harry Meyerson of Decca Records Inc. If radio fails to recognize this state of affairs, they declare, it may find itself playing to deaf ears so far as the majority of the populace is concerned.

Urging their broadcasting brethren to consider the facts and figures on both sides of a disc before committing a station's programming to a single groove, artists-and-repertoire men point to these "realities":

- More than four-fifths of every dollar spent on records today goes for albums
- Less than one-fifth goes for singles
- Adults buy albums, teenagers buy singles
- A limited amount of so-called rock 'n roll music appears in album form

Indications are that the broadcasting industry already has a sensitive ear to the ground regarding just such information. In recent months there has been an increasing shift to more album programming on the part of stations in various sections of the country.

"Music is the life blood of radio programming," says Mitch Miller, director of artists and repertoire at Columbia. "A station should pay more attention to it. Records to suit every preference are easily available. They're the most inexpensive commodity in broadcasting, costing no more than the postage involved."

Dismissing the term "rock 'n roll" as a meaningless catch-all as presently used, he explains, "There are really only two categories of music: One is for sub-teens and one is for anybody over 16. Sub-teen music appeals only to youngsters—and not even to all of them. It is comprised of single records by performers whose popularity is based on something other than musical performance.

"Music for over-16's is all the rest, from progressive jazz to classical music; anything performed by true musical talent."

Stations who peg their programming to sub-teen music, Mr. Miller feels, are not only robbing themselves of a major share of the listening audience but are trying to satisfy a group that doesn't know itself what it wants.

"For the first time, the very young have a 'voice' of their own in the way of cheap record players," he says, "and as a result they have become a small but vocal factor in the record market. But in their need to assert themselves, they reject what parents, teachers and other adults consider good and adopt what their elders don't like.

"Deep down, though, kids have taste. That's why they change heroes every two weeks, because their innate sense of what's good rejects, after a short period, the 'performer' who lacks musicianship, and they start looking again for another hero."

For the record, Mr. Miller describes his stand as being "for" any kind of music performed by a first-rate artist.

Quality Station?

And a "quality" radio station, in his view, is one with a program department that is imaginative; well-paid enough to have responsibility and exercise that responsibility, and considerate of the intelligence of the listener, who "may or may not agree with the tastes of the programmer, but is never insulted by his selections."

On the other hand, says Mr. Grean, who is a musical director in the RCA Victor pop singles artists and repertoire department, "Let's face the truth—that stations which play the top 40 tunes appear to have the highest ratings."

Singles at RCA, according to him, are "going very well," although this is counter to recent sales figures for the industry as a whole.

"There *has* been a change in tastes over the past seven or eight years," Mr. Grean believes, "although the biggest change in public preferences has been because of a broadening of musical interests.

"Lines of distinction between one kind of music and another are becoming more blurred, too, so it's hard to determine where a liking for one type leaves off and another begins."

More variety in music programming will increase radio's stature as an entertainment medium, in the opinion of Joe Reisman, recording director at Roulette as well as a performing artist himself.

"It's unfair to expose all people to just one thing," he believes. "If a station is to be truthful to the public and to be of musical service, it must provide music that appeals to all age groups and not just the 11- to 16-year-olds, who want primarily an exciting beat and a certain wild abandonment."

Analyzing the across-the-counter movement of records today as an indication of public preferences in music, Mr. Reisman points out that sales of albums have been steadily climbing for the past several years while those of singles have been dropping off. The reasons he cites are:

- A saturation of the market for singles prompted by the sudden spate of recording companies opening their doors.
- A dislike on the part of adults for buying singles.

"It's almost impossible to have one week's crop of singles digested before another crop is out," he notes. "With one record following right on the heels of another, and with each one angling for a radio hearing, frequently a good performance gets drowned out by sheer numbers.

"Although exposure doesn't necessarily mean sales—you can't tell people what to like, they're going to judge for themselves—you won't sell a record without exposure. Who's going to buy it if he doesn't know it exists?"

Regarding the booming business in albums, Mr. Reisman continues, these sales are "90 percent nostalgia," abetted by a strong "sight" appeal through attractive covers.

"Most albums contain material that is familiar, or is presented by familiar personalities," he explains. "Adults prefer to buy music with which they're familiar, or that is performed by musicians and singers

they know. They also like to buy a whole album, so they can sit down and enjoy a full 'program' of favorites—and they can afford the price, whereas most youngsters don't have three or four dollars to tie up in one lot of records all at one time."

With a note of nostalgia himself, he recalls the not-too-distant day when Frank Sinatra's records were bought by young and old alike. Sinatra albums currently sell "tremendously," however, while his singles don't, Mr. Reisman says.

Popular music today has degenerated professionally, the Roulette executive believes, even though basic tastes haven't changed.

Big Beat

"As youngsters of the 1930's and 1940's knew it, popular music was performed in a highly professional manner—by Glenn Miller, Benny Goodman, Artie Shaw and the rest. Swing was the answer then to the teenager's desire for a tremendous beat.

"Now, the term rock 'n roll identifies a kind of music that supplies the exciting rhythm kids want—young people have a lot of energy to work off in dancing or just listening. But, professionally, the performance of this music today tends to lack quality. Somebody makes one record that sells, and then zoom, he's out."

The teenage market is not one to be ignored, however, Mr. Reisman declares.

"Elvis Presley has sold 20 million records. That's a lot of records, even for singles at 98 cents apiece. Anytime you can sell a million, you're hitting a pretty good representation of the available market."

On the other hand, he notes, the sale of classical records is mounting steadily, probably due to increasing interest in hi-fi and stereo.

"People with expensive sets—either radios or record players—want to enjoy the sound to the fullest extent. Classical works are ideal for this purpose."

Mr. Grean agrees that stereo machine sales have in turn boosted album sales to record highs. "Nobody is going to use a machine that reproduces all the fine points of instrumentation on a record featuring a raucous trio and a couple of banjoes," he says. "And the excellent albums which have been coming out do provide what the stereo listener wants in the way of quality sound."

Quality, he believes, always "takes hold" in the long run. Whether or not tastes in music have changed in recent times, "a great calypso or a great ballad will always make itself felt."

Harry Meyerson of the artists and repertoire department of Decca Records Inc. regards American tastes in music as being so "across the board" that every type of music will get a hearing.

"People buy many varieties," he says, "from Segovia to Wayne King

(Cont'd on p. 55)

Mitch Miller
Columbia Records

"Music and news is a good basis. But too frequently a station ends up with fresh news and stale music."



Charles Grean
RCA Victor Record Div.

"Let's face the truth. Stations which play the top 40 tunes appear to have the highest ratings."



Joe Reisman
Roulette Records

"The program director of a radio station should be aware of the tastes of every population segment."





ALL-RADIO CAMPAIGN PLACES

Mother's Cookies At Top Of Golden State Sales

With 96 percent of budget in radio, Mother's Cake & Cookie Co. finds radio does complete marketing job. It builds grocer acceptance and consumer sales



Typical of the cooperation Mother's Cookies is getting from stations is the Mystery Mother contest currently running on KCBS San Francisco. Discussing the promotion are (l to r): George F. Kinst, Mother's vice president and sales manager; Dave McElhatton, KCBS personality; Ole Waage, Mother's vice president and general manager; Bob Whitehead, GB&B account executive, and Maurie Webster, vice president and general manager of station KCBS.

The fight not only for consumers, but for shelf space and grocer support has prompted California's leading seller of cookies to invest 96 percent of its budget in the sound medium.

This figure becomes even more significant when viewed in the light of the firm's recent entry into radio advertising.

The Mother's Cake & Cookie Co., of Oakland, which claims to be the largest independent cookie manufacturer west of the Mississippi, plunged deeply into the sound medium for the first time only two years ago, according to its agency, Guild, Bascom & Bonfigli Inc., San Francisco. It is estimated that the firm's radio use is in the six figure bracket annually.

During Mother's radio investment, cookies sales have also increased, states George F. Kinst, vice president and sales manager, who points to a 60 percent rise in sales in the last four years for the firm's 40 varieties.

Radio has been able to attract and hold the confidence of this expanding company primarily because, the firm feels, it performs an all-around marketing job at realistic prices.

"We feel that radio is giving Mother's a double-barreled approach to merchandising and advertising that other media are unable to provide," asserts Ole Waage, vice president and general manager.

"We are sold on radio because we find we are getting response from the retail store level which is very important to us. If we don't get on the shelf, we cannot sell our product.

"In addition, radio offers a flexibility of scheduling that fits in with our promotional activities," Mr. Waage explains.

Markets, Frequency

Mother's radio drive is concentrated at the moment exclusively in California, from which it derives 80 percent of total sales. The cookie concern runs an average of 225 spots per week over approximately 22 stations in eight major areas. The markets are: San Francisco, Los Angeles, San Diego, Sacramento, Chico, Stockton, Bakersfield and San Bernardino.

The firm was founded in 1914 by Mique N. Wheatley, Mother's first president. Today, the supervision of Mother's quality is being carried on in the family tradition by Floyd Wheatley, the founder's son and current president.

Mother's distributes in Arizona, Nevada, New Mexico, Colorado, Oregon and Hawaii, plus California.

A part of the radio campaign that has proved extremely successful for Mother's is a tag to each commercial spotlighting a specific retailer in the area.

"This gratis plus to the grocer helps Mother's get into the store and gets the grocer's cooperation in obtaining a floor display for each tag given," explains Bob Whitehead, account executive.

Mother's tags are also awarded for each new store opening, he says, thus assuring a floor display on that "very important" day.

In addition to the extensive and varied use made of radio's merchandising opportunities, the sound medium also offers, in Mr. Waage's opinion, "the benefit of placing our spots when and where we want them. This flexibility affords us the

added plus of being able to vary the impact as we need it."

Mother's aims its one-minute commercials at the housewife, with announcements spread from Monday through Friday, morning through afternoon. The client feels strongly that the whole week is ripe for cookie sales and does not concentrate to any degree on the end-of-the-week shopping days.

GB&B prefers strong personality shows for the cookie company, and puts a great deal of effort in off-beat, humorous messages featuring two strong personalities in their own right—The Mother's Brothers, Sidney and Freddie.

Sidney

"Sanctimonious is the word that describes Sidney better than any other," says Bud Arnold, vice president and creative director. "He isn't a bad guy. He just hews straight to the line. His voice is as clear and forthright as his character.

"In a way, his voice is that of the super-guys we used to listen to on the radio five times a week. Clear and strong, they always reached the correct solution to the situation. The main difference between these super-guys and Sidney is that Sidney never wins."

Sidney never wins, Mr. Arnold explains, because of Freddie, "the fun-loving Mother's brother.

"To Freddie, life is just a bag of cookies. And just like the fun-loving Rover Boy, Freddie is ingenuous, straight forward and gets a kick out of whatever he's doing, which is mainly eating cookies. Nothing bothers Freddie. He lives to eat Mother's cookies and no matter what kind of peril he finds himself in, he always manages to see it from the cookie viewpoint."

Here's a typical Mother's commercial, one in a series of 10 written by copywriter, Dan Bockman:

Anncr: Mother's Cookies presents—The Mother's Brothers Conquer Everest, Episode 24.
Music: (Real All-American Jack Armstrong type on organ)
Anncr: The Mother's Brothers are nearing the summit of Mt. Everest!
Sound: (Wind whistling, crunch, crunch of footsteps in the snow)
Sidney: Freddie. Stop eating those Mother's Cookies and hurry up.
Freddie: But Mother's are fun. Always crisp and crunchy because they're baked very slowly, not just on the outside, but clean through. (Gasp)
Sidney: What is it, Freddie?
Freddie: Strange footprints! Look at the size of them! They must belong to a monster!
Sidney: (Patiently) Freddie, those are my footprints.
Freddie: Then why do they lead to that comedian dancing over there? Gad! What an abominable show man!
Sidney: It's the abominable snowman. (Clears throat and is nervously friendly) Hi ho there, Mr. Snowman, or may I call you Abominable?
Snowman: (Grunt)
Sidney: (Building in passion) Tell us why, all these years you've been running, running, always running through these frozen wastelands of Tibet.
Snowman: (Very small, squeaky voice) To keep warm.
Sidney: Quick, Freddie. Give him your mackinaw. (Pause) Freddie. Mackinaw, not macaroon.
Freddie: Relax, Sidney. Everybody warms up to Mother's—the cookies that come in the passionate purple package.



The family history of Mother's Brothers, theme of firm's radio commercials, is examined by Bud Arnold, GB&B copy chief, and Dan Bockman, agency copywriter.

GB&B, noting the unusual purple color, has ended the commercial since the inception of these radio spots with the tag, "Mother's—the cookies that come in the passionate purple package." According to Mr. Whitehead, this has caused considerable comment at the retail store level and has afforded an extra product identification.

Mother's radio campaigns — like most of the firm's operations — are geared to please the retailer—the indispensable middleman — almost as much as the consumer.

With its purple-package and store-name tags and its promotions spotlighting individual markets, Mother's gains the goodwill—and shelf space—it needs to compete with local, regional and national competitors.

Housewife Promotion

Radio also has turned the promotional trick in reaching the housewife. There are many station activities upon which the client and agency place heavy emphasis. Typical of such promotions is the "Mystery Mother's Voice" contest currently running over KCBS San Francisco.

The competition, which occurs twice each year for a four-week period, calls for listeners to identify the Mystery Mother's voice each day.

Contestants are telephoned on the Dave McElhatton show, or they may write in their answer on the back of a Mother's label. Prizes include trips to various California resorts.

Promotions like this are typical of the "assistance made available to us by individual stations," declares Mr. Whitehead. "We have obtained a great deal of valuable cooperation that has considerably enhanced the success of Mother's radio campaigns."

According to Mr. Kinst, Mother's averages about 30 percent of the shelf space in markets served by itself and its principal competitors, who range in number from four to nine.

In its oldest market, San Francisco, Mother's has achieved first place and believes it sells 25 to 30 percent of the total market there. In its newest major area, San Diego, which it began to sell three years ago, the company has recently been tied for second place and hopes to make it to first position within the next three years, Mr. Kinst declares.

Two important reasons for the regional firm's success against powerful national competition are the rigid quality control it practices, plus its driver-salesman system of distribution.

Mother's makes the unequivocal statement that "There's never a stale cookie on any grocer's shelf," and backs it up with painstaking laboratory tests, and complicated but efficient systems of code-dating and stock-rotation. These are the responsibility of the firm's 120 salesmen and 13 district managers operating out of two divisions.

The driver-salesman system enables Mother's to specialize and give individual attention to each market. In addition to selling the grocer and installing displays and promotional material, the driver-salesman points out how the following advantages save money for the retailer: Direct delivery of cookies means the grocer need not store in warehouses; retailers need not spend their clerks' time on stocking or display, and they avoid the time-consuming chore of pricing each package. Finally, the salesmen point out that cookies are a high profit item. On Mother's, the margin is about 23 percent of the selling price, as compared with eight to 12 percent on food items generally.

To integrate its marketing and advertising efforts, Mother's chose radio on the recommendation of Guild, Bascom & Bonfigli because "it affords the coverage and impact we needed at a cost we can live with," says Mr. Whitehead.

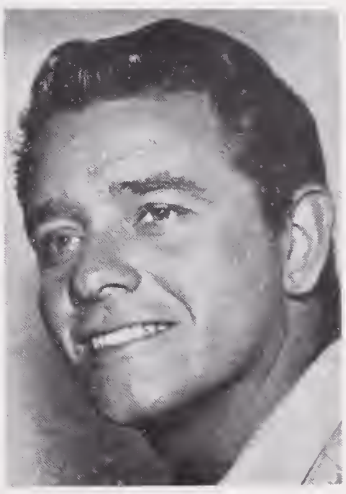
"As in the case of many regional advertisers, radio was also an obvious and logical choice because it provides the flexibility necessary to shape our efforts to each market and to our special promotions.

"From the standpoint of media strategy," Mr. Whitehead continues, "we felt strongly Mother's should be in the broadcast medium in order to utilize the GB&B creative approach most effectively, and to reach most efficiently our best potential customer, the housewife."

From the client, Mr. Waage, comes the clincher for the sound medium: "Radio has worked for Mother's." • • •



Mel Blanc
He's Sidney



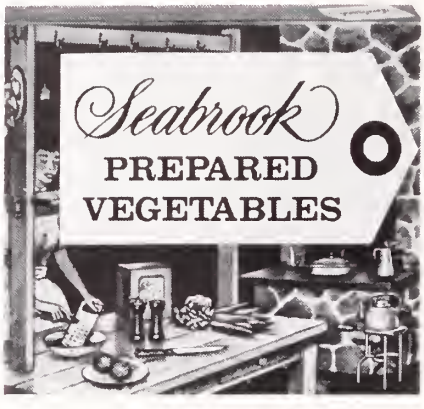
Richard Crenna
He's Freddy



Spending about $200,000 in radio, about 40 percent of total budget, Milady uses spots in major cities from Los Angeles to New York. Has been in radio 10 years.

With estimated $200,000 in sound, about 65 percent of total budget, Roman averages close to 200 spots per week in seven markets. New spot character, Octavius, is ready for debut.

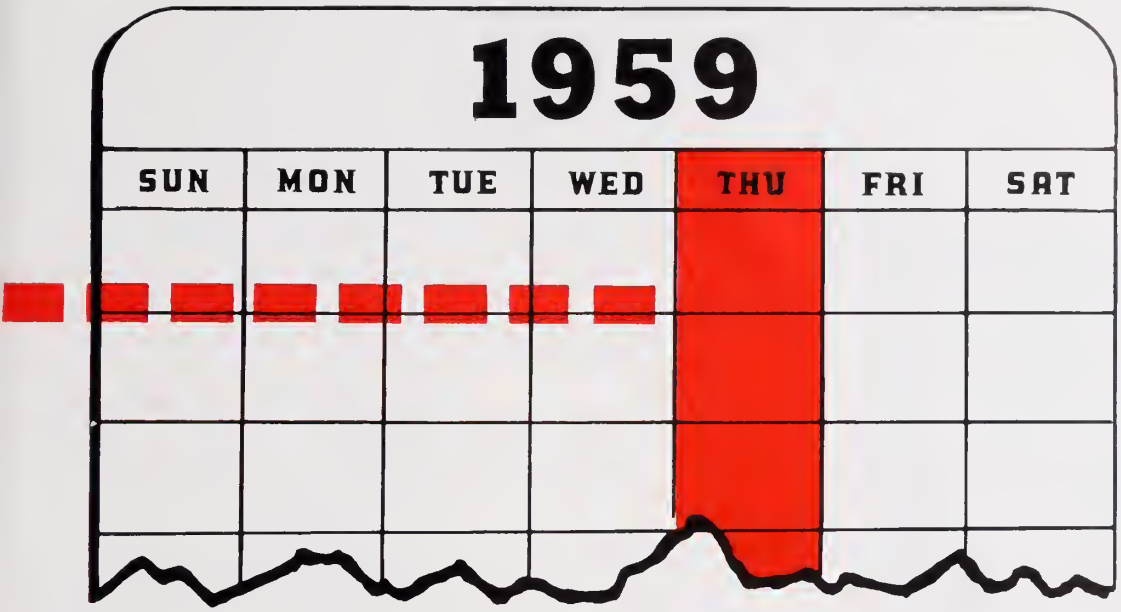




Spending about $150,000, Seabrook is in the middle of first big radio drive in years. Ten-week summer experiment will continue this fall in East. Markets in Midwest and West may get chance.

Can Food Advertisers Use Radio Diet?

Here's how one agency, Smith Greenland Co., employs radio effectively for its food clients. The strategy: To concentrate all the week's announcements on one day, Thursday, imprinting the brand label for Friday and Saturday shopping



Food clients pour more gold into the coffers of national spot radio than any other product group, accounting for about 20 percent of total spot business.

Yet, when considered in the light of total food advertising dollars available, radio's cherished ambition is to win for itself an even bigger piece of the pie.

How to cut off this larger chunk of pie remains a matter for speculation and experiment in many enterprising radio circles. Some of the answers may be found, however, in the philosophy and practices of a New York agency that specializes in selling food.

According to Leo Greenland, president, Smith Greenland Co., food clients can get the most for their money on radio not only by utilizing the medium's "old virtues," such as repetition, but also by boldly developing and testing new selling techniques.

Practicing what he preaches, Mr. Greenland—whose agency bills $4 to $5 million annually—is currently trying out a revolutionary sales method on behalf of all his food clients in radio. The innovation was conceived, he says, on the basis of available research which shows that the bulk of the nation's food shopping is done at the end of the week, principally on Fridays and Saturdays.

Effective Way

"Everybody knows this," he declares, "but we decided to put the information to use in a dramatic and, we hope, effective way by concentrating *all* our radio spots on *Thursdays*.

"In this manner, wherever the stations could give us clearance, we have applied the fundamental principle of repetition, adding to it that of concentration at the very time when the repetition will do our clients the most good."

Mr. Greenland—who says radio billings at his agency total in the neighborhood of $700,000 a year—has been experimenting with this approach during the summer months and will continue to do so "wherever results warrant it.

"This is the best concentration device we've developed," Mr. Greenland asserts. "By dominating our stations on one day, we expect the impact to carry over to influence the heavy Friday and Saturday grocery buying."

Prior to this summer, the agency had been using the conventional methods of either spreading spots across the daytime board or grouping them in clusters during the three days at the end of the week.

Smith Greenland's principal radio users include: Roman pizza, ravioli and other Italian dishes; Milady's Blintzes and potato pancakes; Seabrook Farms products; Sau Sea foods; Vego cheeses, and Alba dried

milk. All of these foods are frozen.

Mr. Greenland reveals that of these, Roman and Milady constitute the largest investors in the sound medium, spending this year approximately $200,000 each. Their home offices are in South Hackensack, N. J., and Brooklyn, N. Y., respectively, and both are nationally distributed, with special emphasis on Eastern markets.

Seabrook Farms, located in Seabrook, N. J., is spending about $150,000 on radio this year in its first big radio push in a number of seasons.

Sau Sea, Yonkers, N. Y.; Vego, with home offices in Mineola, N. Y., and Alba, located in New York City, are smaller radio users, billing a total of about $150,000 in the sound medium this year, according to Mr. Greenland.

Tailoring

Whenever his agency is creating a radio campaign for a food client, Mr. Greenland explains, it seeks to abide by several tried and true general principles, while at the same time tailoring each effort to the particular client's requirements.

One guiding principle consists of creating entertaining and enjoyable commercials regardless of specific theme. "People listen to the radio with one ear these days," he says, "with the other one tuned to the doorbell, telephone or children. Therefore, you've got to leave a pleasant, unique impression with their sub-conscious."

Rather than attracting attention with a jangling, raucous message, Mr. Greenland favors entertaining with original, fresh commercials that pay off in agreeable memories at the supermarket. This is an especially important rule to observe with food products because mealtime is ideally a sociable, happy occasion, he says.

Another "basic" for Smith Greenland is its scrupulous attention to merchandising tie-ins and full cooperation with the retail outlets that distribute its clients' products.

"We utilize every merchandising opportunity that presents itself and encourage the usual in-store displays and mailings. In addition, whenever we can, we feature a supermarket a week on the air with each of our clients, giving equal time when possible to the small independents as well as the large chains."

On the creative side, the agency attempts to distinguish each of its campaigns with an individualized approach.

With Milady, for example, the problem was to win general acceptance for a product with a strong ethnic background. "When Milady's Blintzes first went into radio 10 years ago, we decided to use established personalities—with the testimonial approach inherent in this kind of radio—to achieve a broad market," Mr. Greenland explains.

The product employed top personalities for a number of years. Mr. Greenland believes it is necessary to be identified with the same personality for a considerable length of time to get "full value" from this type of advertising.

Widened Market

At present, Milady has widened its market sufficiently, according to Mr. Greenland, to justify a change in approach. Its commercials now include topical tie-ins, an example being a series entitled "Inquisition" with Andre Baruch, a parody of present day broadcasting formats.

With approximately 40 percent of its ad budget in radio, Milady advertises over stations in New York, Philadelphia, Miami, Chicago, Los Angeles and Las Vegas. New York receives the heaviest spot concentration, with about 50 announcements per week (Thursdays) being heard. The commercials are all recorded, consisting of 60's and 30's.

Roman pizza, ravioli and manicotti is also a long-time and heavy radio user, having been on the air steadily for seven years and now expending about 65 percent of its budget in the sound medium, according to Mr. Greenland.

Both Milady and Roman are year-around radio users, but heavy up in the fall and spring. After September 15, Roman will average around 200 spots per week, with 100 of those aired in New York and the remaining half in Philadelphia, Washington, Boston, Bridgeport and Hartford, Conn., and St. Louis.

Recorded Spots

Roman commercials are recorded in 60's and 30's, and include 10-second lead-ins to some live commercials.

Here's an example of a commercial for Roman used this past summer:

Anncr: Mr. Rembrandt, you've stumped the experts on "What My Vocation?" Now tell us—what is your vocation?

Man: I'm a ravioli crimper.

Anncr: A ravioli crimper?

Man: Yeah. You know the little scalloped edges along the side of the ravioli. I put them there for Roman quick-frozen ravioli.

Anncr: No product names, please.

Man: Well anyway, after every Roman...sorry, I forgot I shouldn't say Roman. After every Blank ravioli comes fresh from the kitchen, full of the delicious ricotta cheese or wonderful meat stuffing that Roman..sorry..uses, I carefully crimp the edges so that the ravioli never stick or break apart.

Anncr: I imagine this job must require special

training.

Man: Does it! I was an apprentice ravioli crimper for seven years. And I go to Italy for a six-week refresher course every year. Now I'm the senior ravioli crimper at the Roman Ravioli kitchens.

Announcer: Remember, no product names, please.

Man: Okay, okay, but I promised my boss I'd tell everybody what an economical meal Roman Ravioli makes.. 24 to a box...feeds the whole family.

Announcer: Thank you, Mr. Rembrandt. "What's My Vocation?" has been brought to you by Roman Ravioli. No, I mean...(cut off)

Octavius Debuts

A new development this coming season will be the debut of Octavius, an Italian character, who will appear first on the foreign-language stations and later, if he is successful, on the general audience outlets.

Seabrook Farms' 10-week radio experiment during the summer months this year "is doing nicely," declares Mr. Greenland, and will continue into the fall when the firm will advertise over Philadelphia, Boston and New York outlets.

Seabrook's distribution areas also include Chicago, Los Angeles, San Francisco and Baltimore where the pound medium may be utilized at a future date.

The philosophy behind the firm's excursion into radio this summer emphasizes, according to Mr. Greenland, the agency's belief that "people eat 12 months of the year, including the hot weather months."

He emphatically disagrees with those who put a near-halt to summertime advertising, and feels that the dog days are really salad days for frozen foods because they are easy to prepare.

"I'm placing a lot of emphasis with the Seabrook campaign on the beach crowds," Mr. Greenland explains. "After a housewife has coped with a couple of kids in the hot sun all day, the last thing she feels like doing is preparing a complicated meal in the evening. Here's where frozen foods exercise real appeal."

According to Mr. Greenland, radio with its year-around appeal—especially on Thursdays—"will continue to play a big part in the advertising plans of our clients." • • •

"By dominating our stations one day, we expect the impact to carry over to influence the heavy Friday and Saturday grocery buying."



Leo Greenland
President



Martin Smith
Secretary-Treasurer



RAB's Kevin Sweeney checks IBM facilities from which test proposal data is derived, as the bureau builds . . .

A Bridge to Sales

In media selling, the role of Pied Piper is virtually nonexistent. It takes a lot more than a melodic tune and gentle persuasion to bring advertisers to the dotted line—especially new advertisers.

Adhering to its function as the sales promotion arm of the radio industry, Radio Advertising Bureau has undertaken a new step in its sales activities. Every client at the conclusion of a series of presentations is now getting a specific proposal for a test campaign.

"What we are aiming for is response," says Kevin B. Sweeney, president. "An advertiser's interest is more keenly whetted when he sees a tailor-made test proposal suited to his distribution and marketing needs.

"He may not agree with us, but the chances are he'll tell us about it by questioning separate points in the submitted plan. This is a lot better than having him listen to a presentation and thanking us for our effort. In such cases, it's more difficut to tell whether the interest is hot or lukewarm."

The test—or rough—proposal is given only to advertisers whom RAB feels are sufficiently versed in the basics of radio to be receptive. This level of education is sometimes gained through prior use of or contact with the sound medium, or through a series of preliminary presentations by bureau salesmen.

For potential new advertisers, the proposal is generally given in the third-stage presentation. It follows the (1) basic background on radio and (2) the analysis of the newspaper versus radio story.

The RAB offering encompasses both the media and creative aspects. It includes suggested test strategy covering specific markets, audience to be reached, and length, time and frequency of announcements.

While proposals are specific as to number of stations to use and the number of announcements on each station, call letters are not used, the stations and/or networks being identified as "A", "B" or "C."

On the creative side, RAB includes suggestions for copy and copy platform, as well as ideas on how to promote and merchandise the campaign.

Not all these elements, of course, are included in every proposal. RAB emphasizes that each plan is tailored to meet the distinct needs of individual advertisers.

Under ideal conditions, the payoff of the test proposal is when an advertiser gives his agency the go-ahead on the suggested plan. In other cases, where the advertiser may question RAB on a specific point, it is up to the bureau to meet the challenge with appropriate ideas.

Where the plan is completely rejected, there is a consolation prize. RAB receives a specific response (albeit negative) to a specific proposal. This, the bureau believes, is an improvement over the enigmatic, nodding response to a general presentation wind-up.

By learning the reason-why radio cannot meet the objectives, the bureau feels it is in a better position to re-appraise intelligently the test proposal at a future date.

In expanding its sales promotion activities to advertisers, RAB touches base first with the advertising agencies involved. The intention is to seek agency help wherever possible.

At the same time, however, the association is quick to point out that this plan fills a vacuum where the agency or media department is, for example, tv oriented.

"The test proposal plan," states Mr. Sweeney, "is designed to build a bridge between conviction and use. It is not our job to perform a direct sales function. But we can do everything possible to bring advertisers to the point where all they have to do is pick up the phone and place the order, through their agencies, with either representatives or networks."

Because of the individualized nature of each proposal much work is entailed in the preparation. The specific test markets (which can range from a handful to a nationwide cluster) and the copy ideas are often taken from the advertiser files the bureau maintains. These include available data on a company's ad strategy and expenditures, marketing and distribution methods and problems, plus such things as tear sheets of newspaper ads which can suggest a copy approach.

To help with the burden of preparing the proposals, a former agency timebuyer has been added to RAB's national stales staff. Miss Carol Agate, who served as media estimator with the Lawrence C. Gumbinner Advertising Agency Inc., New York, for two and one-half years working on national and regional accounts, will work with account executives.

The ideas and effort that are going into the test campaign proposal are aimed at realistically demonstrating how radio can work if the proper attention is provided. The bureau's national sales staff is attempting, in the words of RAB, "to convert standard trade association selling into actual dollars-and-cents salesmanship." • • •

$5 MILLION PROPOSAL

The RAB proposal outlined below is the first of a series of plans the bureau will offer this fall to major companies which make "corporate" media buys. At press time, the proposal was still in process of being designed but these were highlights thus far developed.

COMPANY — **A food giant with diversified products, including some non-food grocery items; company's products range from leaders to items fighting for position. Distribution is national.**

PROPOSAL — **Buy a $5 million combination of network and spot radio designed to serve as a vehicle for all the company's brands. Brands would be dropped in and out of the schedule depending upon seasonal and competitive need.**

TIMING — **All commercials would fall on the best grocery days to maximize impact. Schedules would heavy up in best markets or where competitive pressure is needed. In one market where 200 spots were used, Brand A might get 125. In a weak market for Brand A, it might get only 25 while other brands get larger share of spots bought by corporation.**

SPECIFICS — **Proposal will specifically suggest which brands use how many spots in which markets along with complete network plan spelling out shows and time slots.**

SPOT RADIO'S 50 LEADING CLIENTS—FIRST HALF 1959

RANK	COMPANY	RAB-Estimated Spot Radio Expenditures—Jan. to June, 1959
1.	Ford Motor Co.	$3,250,000
2.	Liggett & Myers Tobacco Co.	2,500,000
3.	R. J. Reynolds Tobacco Co.	2,400,000
4.	General Motors Corp.	2,200,000
5.	Chrysler Corp.	2,125,000
6.	P. Lorillard Co.	1,500,000
7.	American Tobacco Co.	1,450,000
8.	Anheuser-Busch Inc.	1,300,000
9.	Joseph Schlitz Brewing Co.	1,275,000
10.	Thomas Leeming & Co.	1,250,000
11.	Sinclair Refining Co.	1,200,000
12.	The Borden Co.	1,125,000
13.	Texas Co.	1,100,000
14.	Bristol-Myers Co.	1,050,000
15.	Carling Brewing Co.	900,000
15.	Standard Brands Inc.	900,000
16.	Fels & Co.	850,000
17.	Shell Oil Co.	825,000
18.	Campbell Soup Co.	800,000
19.	Beneficial Finance Co.	775,000
20.	B. C. Remedy Co.	765,000
21.	Chattanooga Medicine Co.	750,000
22.	Standard Oil Co. (New Jersey)	700,000
23.	Ralston Purina Co.	685,000
24.	American Airlines Inc.	650,000
25.	Plough Inc.	$ 625,000
26.	Northwest Airlines Inc.	600,000
27.	Eastern Airlines Inc.	575,000
28.	Philip Morris Inc.	550,000
29.	Firestone Tire & Rubber Co.	540,000
30.	General Foods Corp.	530,000
31.	Corn Products Co.	525,000
32.	Quaker Oats Co.	520,000
33.	Miles Laboratories Inc.	505,000
34.	Tetley Tea Co.	500,000
34.	Metropolitan Life Insurance Co.	500,000
34.	Studebaker-Packard Corp.	500,000
35.	Continental Baking Co.	495,000
36.	The Gillette Co.	490,000
37.	Chesebrough-Pond's Inc.	450,000
37.	Sterling Drug Inc.	450,000
38.	Pharmaco Inc.	435,000
39.	Pharma-Craft Corp.	425,000
40.	Sun Oil Co.	410,000
41.	F & M Schaefer Brewing Co.	405,000
42.	Trans-World Airlines Inc.	400,000
42.	Cities Service Co.	400,000
43.	Liebmann Breweries Inc.	380,000
44.	Pabst Brewing Co.	375,000
45.	Ward Baking Co.	360,000

NOTE: The figures shown here are totals for each company named, including all of its brands and divisions. The figures are for the first six months of 1959 as estimated by RAB on the basis of its surveys during the period, with additional validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditures rather than overly high "gross" figures. (Where companies are tied, rank numbers are repeated.)



Ed Wood
HPL General Manager

25 YEARS OF HPL*:

The Art of Talking to Women

Although it's known that women almost always get the last word, it is also true that in eight cities they take a back seat to men for about 12 hours each week. And after putting up with the situation for 25 years, it can be safely said the ladies love it.

Much is being aired today about good conversation and talk reappearing on radio. Members of the *Housewives' Protective League, however, view the trend with some disinterest because, after all, they have been practicing the art of pleasant, informative, diverting chatter for a quarter century. (Currently celebrating its silver anniversary.)

Ever since Fletcher Wiley came out of the food industry to launch HPL on August 14, 1934, over KNX Los Angeles, the program's goal has been communication with and product protection for the housewife.

In each of the eight major metropolitan centers across the country, a broadcaster-director of HPL holds forth approximately two hours each day (although not continuous) from Monday through Saturday (no Saturday broadcast in New York at present).

These directors are the key to the flow of wholesome chatter the housewives hear. But even before they qualify as broadcasters, the directors must have at least two other inclinations.

"Because the program was developed for the protection of the housewife from second-rate products and erroneous advertising claims, the HPL director must be a businessman and a salesman, too," explains Ed Wood, who has been general manager of HPL since 1947, the year CBS purchased the rights to the program.

"The jobs of the HPL directors are fulltime," explains Mr. Wood. "They are not just confined to the hours that they are on the microphone. They work with all phases of local business and participate primarily in the affairs of the food industry at the retail, wholesale and consumer levels."

But above all, the HPL broadcaster-director is a communicator—a dispenser of interesting and often light conversation with the housewife. And as anyone knows, *good* conversation never comes easy.

One of the secret ingredients in the HPL formula is a crew of seven editorial researchers who supply the directors with weekly material they can draw upon. Each director receives the same material, but it is up to the individual as to what, how and when he wants to use it.

It is significant that the kind of people who serve as researchers are generally those with an appreciation of other people. Thumbnail profiles of a few of the researchers, who work out of their homes, are drawn here by Mr. Wood:

"One of our researchers, who has been working with us 12 years, is Jerry Belcher of the original Vox-Pop programs. Jerry and Parks Johnson were the two guys who started the 'man on the street' craze. He now has reached the point of being the elder philosopher of our group and lives with his wife in Larkspur, Calif., tending his flowers and dreaming up philosophy and anecdotes to feed to HPL through its editorial office in New York.

"We also number among our group a lady who, during World War II, took over the newsroom at KNX when all the men were going into service, and carried the ball during the critical days. Shortly after the war, she suffered from the paralysis of the legs and has stayed



Paul Gibson
WBBM Chicago



Philip Norman
KNX Los Angeles



Morgan Baker
WEEI Boston



John Trent
WCAU Philadelphia



Craig Harrison
KCBS San Francisco



Allen Gray
WCBS New York



Grant Williams
KMOX St. Louis



Mark Evans
WTOP Washington



Lewis Martin
WTOP Washington

HPL Directors

in her wheelchair with her typewriter, her library and her philosophical viewpoint of life, turning out research material for us that only one who has suffered is capable of.

"Another of our researchers is Douglas MacCrae, who had the distinction of being one of the youngest men ever to attain a Master's Degree. He did . . . at 17. Doug then went to the wars as a Marine fighter pilot and returned to become a writer by trade.

"We have another researcher, Dorothy Cromer, who has been a writer and student of child psychology all of her life until now, in her late 60's, continues to probe mother problems for the HPL directors from her home in California.

"We have had housewives research for us, poets, novelists and just plain everyday researchers," states Mr. Wood. "A balance of material with something of interest for everyone is the goal of our programs. It is only through careful editing and screening of the subject material submitted that we have been able to continue through the years to hold the interest and confidence of our listeners."

The informative and yet informal banter is the hallmark of HPL program content. It can be light material, but not lightheaded. It is rarely serious material, but concedes that life is a serious business.

Here is an example of recent HPL chatter by Allen Gray, HPL director of WCBS New York.

"I've brought along a couple of items and I thought that we might try these on for size.

"I have a good friend by the name of Ken Nelson who is an advertising man—and he likes to write. He likes to think up little ideas of his own—and these are original. He claims that there is a group of people that he calls 'Vanishing Americans.' Let's see if you don't get kind of a kick out of this.

"For example, there is a salesman with performance equal to promise. He's a vanishing American. Another vanishing American is people who ride herd on every detail so that someone else doesn't have to get into the act. Or teenagers who know the value of a quarter because they really earned it. Or kids who read books. Waitresses who give you half a cup of coffee when you request it. Newlyweds who don't want to start where the folks left off after a lifetime of getting there.

"Another vanishing American is the senior citizen who can understand the same mistakes that he made years ago. And finally, people who like to take advice. These are all vanishing Americans. I kind of like that. It is one of those things that I wish I had dreamed up myself."

With little transition in mood and tempo, Mr. Gray heads into a conversational commercial on the idea of a coffee break and Hills Bros. coffee.

In addition to the directors and researchers, there is a third group of people whose story is very much a part of the HPL silver anniversary.

Because of the closeness of HPL with its community—and particularly the food business—each director has an assistant to help with the many non-broadcasting and merchandising activities.

According to Mr. Wood, "Partly by design and partly by accident, this phase of the HPL program has become a spawning ground for the sales departments of the company-owned stations and our CBS Radio Spot Sales Division. At the present time, scattered throughout those units are 11 former HPL merchandising men actively engaged in sales and sales management work. In addition to these 11, some eight more are in different phases of CBS broadcasting or associated with the radio or tv industry."

The history of HPL as well as its future is based on the continuing fulfillment of a promise—"the program that sponsors the product."

• • •

question and answers

THE QUESTION:

Many agency timebuyers say that ratings aren't the only reason they buy one station over another. However, stations say that ratings appear to be the reason in 90 percent of the cases. What's the real story?

JEREMY D. SPRAGUE



Mr. Sprague, assistant media supervisor, Cunningham & Walsh Inc., New York, *defends buying by the numbers but with judgment and qualification. He says ratings are seldom the only consideration, although a major one.*

The statement is subject to modification. I would say that ratings are *a* major consideration in 90 percent of all cases, and *the* major consideration in perhaps 50 percent, but very seldom the *only* consideration. We invariably use more than one radio station in a campaign, and they can't all be #1.

Often we may seek a specialized audience, such as Negro; then we would buy the highest rated Negro station. Or we may want area coverage, and, if the area station's metro ratings aren't up to par, we supplement the buy with a highly-rated local outlet. If we are looking for a "quality" audience, we may pick a good music station—one that reaches the largest possible number of the elite.

So we *do* buy by the numbers, although with judgment and qualification. If, for instance, we are looking for men at rest, or women at the stove, or drivers on the road, we may pick spots that will pinpoint our audience rather than purchase a run-of-schedule package with more rating points and a lower cost-per-thousand.

It is becoming increasingly common for certain stations to make the claim that they and they alone, regardless of the numbers, reach the people with "money to spend." The inference is that all other stations play nothing but rock 'n' roll, and reach nothing but teen-agers who never have any money. However, there is seldom anything to back up their claim other than the fact that they play the music you and I like.

We believe that a station good enough to obtain and hold a good position in the market cannot appeal solely to the blue-jean and school-book set. Certainly, a station playing nothing but Glen Miller will reach an older, more sophisticated, probably wealthier audience than will the station playing today's top hits. But they will not reach the true mass audience available through spot radio.

The blue collar worker, the factory lathe operator, the man who never graduated from high school, the couple who married in their teens—there are millions of them, they have "money to spend" these days, and they are less likely to be reached by other media than are those fortunate enough to be further up the social scale. Through spot radio we can reach them in great numbers, and we can reach them economically.

But are these the only consumers we'll reach? Certainly not! I firmly believe that a spot radio campaign, using several stations bought by the numbers, will reach a cross-section of all socio-economic levels.

We use every available yardstick in evaluating a station. We study Politz, NCS, field strength maps, audience composition reports, mail counts, success stories, semantic differential studies; we listen to tapes, we make field trips, we question station men on programming and policy. All of these factors, and more, contribute to the buy.

But radio's strong point is its ability to deliver a mass audience at low cost, and since ratings measure audience, ratings remain a (and sometimes the) major consideration.

Ratings as they exist today admittedly have their shortcomings; but let's try to improve ratings, not abolish them or circumvent them.

I've never tried to sell a $25,000 yacht by using radio, but when I get the chance, I'll pick the station that programs to yacht buyers. If they can prove anybody listens!

For U. S. Radio's point of view on this question, see Editorial, p. 64

PETER M. BARDACH



Mr. Bardach, senior media buyer, Foote, Cone & Belding Inc., New York, *states that ratings and share of audience are usually deciding factors, much of the time but not always. He says ratings are necessary because of the sameness in sound in many cases.*

The station men are largely correct . . . ratings or share of audience *are* usually the deciding factors in choosing one station over another. Much of the time, *but not always.* The reason for this can best be understood by an appreciation of the thinking that prompts a national or regional advertiser to select the medium of spot radio as part of the marketing plan.

The advertiser selling to a general mass market is particularly concerned with radio's values in terms of: 1. Gross and unduplicated circulation; 2. cost efficiency, and 3. frequency.

Distinctive Fashion

If station men would have agency buyers pay greater attention to nonstatistical factors, they must offer tangible evidence that their station is actually performing in a *distinctive* fashion. Unfortunately, rating reports give little clue as to the "personality," "image" or "local acceptance" of a station. Therefore, it's up to the station salesmen and the representative to inform the buyer. This can be accomplished via visits, intelligent and factual mailings, and tape recordings sent to the buyer.

If radio buyers seem to pay little attention to the "intangibles" that cannot be measured statistically, when choosing one station in preference to another, the reason is that the medium has changed somewhat in the last few years. Except for the handful of "good music" stations, and regional fm networks, the individual characteristics that formerly distinguished one outlet from another are not quite so pronounced. Nearly every station, independent and network affiliate alike, is a "music and news" operation to a greater or lesser degree. Many stations play the same popular recordings, use the same "sounds," employ similar audience building gimmicks. Nevertheless, most buyers attempt to evaluate aspects not strictly related to ratings.

Because of the similarity in "sound" between stations in the same market, and since many station operators no longer permit disc jockeys freedom of selection and ad lib patter, it is often difficult for a station to develop and maintain a distinct "personality." Additionally, as more stations take to the air, the number of outlets competing for the listener pie has resulted in smaller slices for everyone.

Is it any wonder then that the agency media buyer is primarily concerned with the number of sales prospects station A offers in contrast with stations B, C, and D? Eventually, this must reduce to a question of numbers. If station A can deliver 20 percent more prospect homes than another outlet, and at a similar cost, then station A deserves to be awarded the business.

Package Plan

Most station rate cards today are based on package plans involving the purchase of large numbers of spots weekly. For this reason the timebuyer usually considers the performance and efficiency of a station as a *whole*, rather than one spot or strip on station A versus a spot or strip on another outlet. The *overall* cost efficiency, audience reach and frequency become the key deciding factors in selection. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



A BEARDED BEATNIK ponders over questions asked him by Merritt Hadley, KFMB San Diego newsman, during an interview in one of the city's 'beat" coffee houses. This was part of a report by Mr. Hadley which discussed beatniks' "lingo, feelings and problems."



WINNING FORM is displayed by Joseph Parra, winner of the WINS New York "sun tattoo" contest. A prize of 110 silver dollars was awarded to the best tattoo reading "WINS 1010." Also showing good form are Gerry Besta (left) and Raelyn Lachel. Looking on is WINS disc jockey Murray Kaufman. Contest was at a local amusement park.



SURPRISE PARADE for new WHK Cleveland disc jockeys, Farrell Smith, Jerry Healy and Pat Fitzgerald featured distribution of hundreds of balloons containing certificates for various kinds of prizes. Caught in the act of filling a parade car with balloons is Cleveland model Barbara Arnold.



BARK OF APPROVAL for good music is voiced by Debbie to Charles O. Wood, WGMS Washington, D. C., programming director. The Capital's canine set was honored by a "Dogs Day," featuring editorials and "good music for dogs" on hour program.



MISS WASHINGTON, D. C., 1959, Virginia Pailes, chosen in a contest sponsored by WWDC Washington, is surrounded by members of panel which selected her. Left to right: Jim Kelly, of Fletcher, Richards, Calkins, Holden Inc.; Ed Fleri, BBDO Inc.; Jim Richards, John Blair & Co.; Fred Spruytenberg, SSC&B Inc., and Tucker Scott, John Blair. This was WWDC's 18th year as sponsor.



TEENAGERS' FAVORITE is Linda Jette, voted the first annual "Beautiful Doll," who will reign over weekly Teen Hops sponsored by KIOA Des Moines and m.c.'d by Doc Lemon, KIOA disc jockey. Linda and Doc look at prizes she received in winning the contest.



CLOCK STRIKES 37 at Milwaukee's City Hall saluting the 37th birthday of WISN Milwaukee. The station celebrated the event with a six-hour party at a shopping center, with food and prizes.



STOPPING TRAFFIC is WRCA New York's "Miss Wall-To-Wall Music," who rode through the city's streets and passed out buttons as part of the station's promotion campaign for its new musical programming concept.



FREE RIDES were given by KYA San Francisco to cable car passengers for three consecutive days. KYA personalities broadcast from the cars, entertained the riders, and awarded prizes throughout each of the scheduled runs.

KANSAS CITY: A BEAUTIFUL BUY

Beauty is evident everywhere in this market of more than a million persons.

Beauty in the flowing expressways of Kansas City's half-billion-dollar downtown redevelopment program. In the parks and residential areas. In fountains and sculpture like the internationally famous William Volker Memorial, "St. Martin of Tours."

Referred to as "an investor's dream" and with the "greatest growth possibility in America today," Kansas City's a buy that's a beauty. And your best radio buy here is KCMO. It's Kansas City's *only* 50,000-watt station. It's Kansas City's *only* radio station reaching out into the rural counties of four states, talking to six million persons.

If you're looking for a way to beautify your sales picture, look our way. Look to KCMO-Radio, serving a potential buying power of nearly two billion dollars.



Central figure in the last sculpture completed by Carl Milles is St. Martin of Tours. It stands amid fountains at the Kansas City cultural center.

Photo: Dan Faron



KCMO~Radio

The Tall Tower at Broadcasting House / Kansas City, Missouri

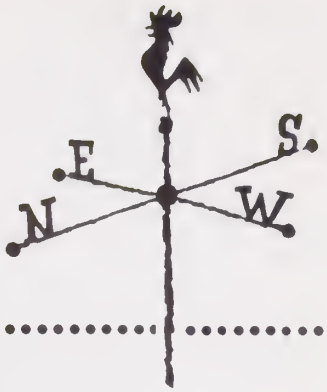
E. K. HARTENBOWER, Vice-President and General Manager
R. W. EVANS, Station Manager

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency. Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

hometown USA

- Commercial Clinic
- Station Log
- BPA Memo (Local Promotion)
- Radio Registers





Robert M. Light
SCBA President

The Sound of Sunny Radio

Southern California Broadcasters Association shows agencies and clients in five major ad centers what the blend of radio and the market has to offer

There are few areas of the country where the inherent qualities of geography combine with the natural advantages of radio as in Southern California.

Taking the primary characteristics of the area, one finds: Warm weather locale, out-of-door activity all-year around, most of the people driving cars (there is no subway system), booming population.

And the salient radio values: A warm weather medium, it goes with people wherever they go, monopolizes the driving population, sales of radio sets and car radios skyrocketing.

This market and media story, combined into a sales presentation, "The Sound of Selling," reached the ears of advertising agencies and clients late last month in New York, Chicago, Detroit, Minneapolis and St. Louis. The traveling slide presentation was financed by the Southern California Broadcasters Association, composed of more than 50 radio stations in the southern-most counties of the Golden State, as well as the western branches of CBS Radio. NBC Radio and ABC Radio.

The SCBA differs from most broadcaster groups in that its main function is promoting radio time sales for the region.

The chief missionary for SCBA is its president, Robert M. Light, who states, "We believe agencies and clients have responded enthusiastically to 'The Sound of Selling' because it is a positive radio and market story. The negative references to other media, so standard in most presentations by all media, have been completely avoided."

The SCBA's sales presentation furnishes five essential differences "that make radio the ideal marketing medium in Southern California." These are: "Explosive growth, a high ratio of families to people, the year around outdoor living, "nobody walks in Southern California," and the tourist bonus.

Population trends show the tremendous growth that has taken place in the area. A large part of this increase has been from people migrating from other locations, and these newcomers, says Mr. Light, are buying and furnishing new homes and "are ready-made radio listen-

ers." Typical of the population trend is Los Angeles, where almost half of the SCBA stations are situated. In 1949, the Los Angeles population was 4,027,800; in 1958 it was 6,109,000, and this year, it has reached 6,176,000. Similarly, its households have also steadily increased—1,308,100 in 1949; 2,108,700 in 1958, and 2,235,400 this year.

Other areas in Southern California show similar growth in population during the past 10 years: San Diego has increased from 553,600 in 1949 to 942,100 in 1959; Imperial County has grown from 49,700 in 1949 to 70,700 this year; San Bernardino-Riverside-Ontario has increased from 416,100 to 752,000; Santa Barbara has grown from 86,400 to 145,900; Ventura-Oxnard has increased from 95,900 to 174,500; San Luis Obispo has grown from 60,600 to 67,000, and Bakersfield has increased from 213,100 to 284,300.

Obviously, states the SCBA, "more people mean more sales of everything people need to live. Growth in all categories of retail selling has followed the population increase."

The second selling point for radio in Southern California in the association's presentation is the high ratio of families to people. It states that the average number of persons in a Southern California family is 2.96, compared with the national average of 3.42. This means that "if the rest of the U. S. has six households, Southern California will have seven."

The area is especially suited for radio as an advertising medium, according to the SCBA, because 98 percent of the homes have radio sets, with an average of 3.2 sets per home (exclusive of auto radios). An example of the rise in homes using radio is Los Angeles, where Pulse found that the average number of homes listening from 6 a.m. to midnight, Monday to Friday, was 506,000 last year compared with 298,000 in 1951.

An example of the jump in homes listening to radio on the weekend is San Diego, where Pulse found that there were 60,154 such homes in 1958, contrasted to 36,239 in 1952.

"The climate lets people enjoy the outdoors year 'round. . . . Radio goes with them," says the SCBA when discussing its third main point "indoor-outdoor living." Southern Californians enjoy radio 12 months a year. According to the Electric League of Los Angeles, close to half a million sets were bought in 1958 alone, and radio set sales in a seven-county area studied by the league show a 33 percent increase in the first five months of 1959 compared with the same period in 1958.

The fact that "nobody walks in Southern California" is strengthened by the statistic that 3,813,823 passenger autos were registered in 1958—87.5 percent of which have "operable radios," according to the SCBA.

An important point for radio advertisers in this area is that automobiles are being used throughout the day, and, says Mr. Light, "the amount of traffic on the highways during the daytime low is never less than 25 percent under the highest and most congested times of the day, the 'traffic times'."

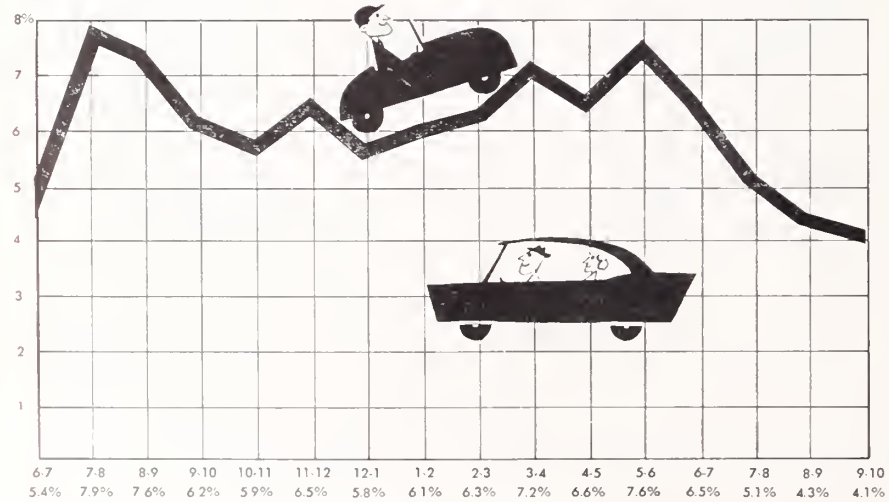
A study of traffic on five major Los Angeles freeways plus seven major Los Angeles intersections by SCBA illustrates the continuing flow of cars—and of radios. Between 7 and 8 a.m., 7.9 percent of total traffic between 6 a.m. and 10 p.m. is on the road. Between 5 and 6 p.m., 7.6 percent of the traffic is there. In between these two peak "traffic times," the smallest percentage of the traffic flow on the road is 5.8 percent from 12 noon to 1 p.m. At no other point from 7 a.m. until 7 p.m. does the traffic fall lower.

The average worker in this area drives one hour and 36 minutes daily to and from work, and one of the large supermarket chains, Alpha Beta, states that more than 90 percent of its customers come by car.

The final point in the association's sales presentation on Southern California—the tourist bonus—highlights the fact that the area's climate and physical features attract millions of tourists every year. This, says the SCBA, adds "many millions of dollars to the area's retail sales." And, since most of the tourists drive, "they bring their radios with them." • • •

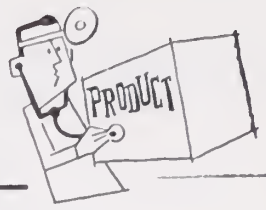
Traffic Graphic

This SCBA research chart of total traffic on five major Los Angeles freeways plus seven major Los Angeles intersections provides percentile breakdowns for every hour from the early morning until late evening. The chart shows the relatively small variation in traffic flow between rush-hour peaks and average day-long flow.



HOMETOWN U.S.A.

commercial clinic



Radio Commercials Give Small-Budget Client Big Equity

A Southern dairy and its agency, who know how to achieve a big sales splash on a low budget, are making the region sit up and take notice with their award-winning radio commercials.

In the sound medium for the second year with musical messages, the Maola Milk & Ice Cream Co., New Bern, N. C., attributes "substantial sales increases to our radio campaigns."

During Maola's radio push, according to Kenneth G. Reesman, general manager, sales of the firm's premium priced Golden Guernsey milk have shot up 55 percent, a rise in which he feels radio has played an important role.

Harry Ginaris, president of the dairy's agency, Harry Ginaris & Associates, Charleston, S. C., states that "Of Maola's 100 milk and dairy products, there have been several with sales increases of between 30 and 250 percent since the beginning of the radio campaign. And these are products that had been well established in the markets prior to that time."

Mr. Ginaris, whose four-man agency bills approximately a quarter of a million dollars per year, adds that radio will remain "Maola's backbone medium" in the foreseeable future.

This year Maola's radio spots continue over 17 stations in eastern North Carolina, with up-to-date variations superimposed on the basic 1958 commercial theme.

The jingles, which were created by Phil Davis Musical Enterprises, New York, attracted the favorable attention of the Atlanta Radio-Tv Representatives Association, which this summer presented Maola and its agency with an award for "excellence in product broadcast advertising."

Maola, whose radio budget including production costs runs at only $20,000 this year, has added three musical variations and seven sets of lyrics to its basic jingle. In 1958, the firm employed only a standard jingle and one set of lyrics, with announcer tags to promote particular products.

The original jingle, according to Zandra Dengate, Ginaris media director, used two vocalists from the Ray Charles Singers and featured a lively, bouncy tune.

Music was chosen in the first place, Miss Dengate says, to project a pleasant, distinctive product image for the dairy.

"Naturally we wanted to retain the quality image, but in addition we were striving to create a special impact for Maola through music on a local level and without the national advertising backing of several of our competitors."

Mr. Ginaris adds that since Maola's market is primarily in rural areas with each small town having its own radio station, the firm's salesmen benefit from the local radio approach and often point out to prospective distributors Maola's interest in the community.

The 1959 commercials promote principal Maola products with different treatment for each season.

"To make a change from last year, Phil Davis worked up a frisky tune for our spring promotion," Miss Dengate explains, "when we featured Maola's Pixie iced desserts and the Golden Guernsey milk."

The following is the copy for the Pixie dessert jingle of last June:

Boy and girl singer:
We go for Pixie, Maola Pixie
Mighty smooth, mighty cooling and refreshing
Boy: We go for Pixie, Maola Pixie
Both: The most delightful new dessert of all for you.
So rich in flavor, so rich in proteins,
Lower in calories, too.
Pick up Maola Pixie in the half-gallon handi-pack
And please a lot of pixies when you do.
Anncr.: Yes, you'll please everybody with Maola Pixie. So smooth and cooling, so very refreshing. Here's an economical dessert with the smooth, velvety texture and rich old-fashioned flavor of ice cream as grandmother used to make it. Pixie is rich in flavor, rich in proteins, but far lower in calories. Pick up a half-gallon handi-pack of Pixie today. Pixie— by Maola.
Boy: Maola
Girl: Maola
Both: First in quality.

"In the summer, we used a languorous, relaxed variation for our orange drink and ice cream. For the fall, we will have the standard arrangement from last year with new lyrics promoting weekend buying.

"In the winter, Maola will employ a march-time variation to sell its homogenized vitamin D milk."

Maola averages 200 spots per week, in a three-week-on, two-off flight system, and concentrates heavily on Wednesdays, Thursdays and Fridays, the heavy shopping days.

"We know we have increased sales with radio and we plan to continue to spearhead our advertising with the medium," says Mr. Ginaris, "because local radio stations are where we want to be—close to the cash register." • • •

station log



News:

Fire and extreme weather conditions are giving radio stations a chance to flex their strongest muscles—up-to-the-minute news and on-the-spot coverage, according to reports from WTIC Hartford, Conn.; KIDO Boise, Ida.; KNUZ Houston, Tex., and KOIL Omaha, Neb.

WTIC served as a news clearinghouse for reports of a disastrous chemical plant fire in Portland, Conn. In addition to broadcasting beeper-phone reports to its own audience, WTIC fed the news to stations in Iowa, Ohio, New York, Rhode Island and Massachusetts. On the morning of the fire, the station reported direct from the scene from 5:30 to 9 a.m.

In covering a fire near the Idaho capital, KIDO also was involved in a rescue mission. Jack Link, KIDO manager, was reporting from the station's mobile unit at one of the strategic points in the 20,000-acre range fire when gale winds caused the flames to spread in new directions. According to KIDO, the mobile unit was cut off in one direction. Upon turning around, it was able to rescue four Bureau of Land Management fire fighters who had been forced to abandon their truck.

A previously arranged plan for hurricane coverage by KNUZ went into effect at the first signs of Hurricane Debra, which, according to the station, took all other media in the area by surprise. The station's cabin cruiser, used for seagoing news coverage, was out of action. Consequently, two mobile units were sent to the Freeport and Galveston areas. At these points, which were located right in the path of the 105-mile-an-hour winds, KNUZ newsmen sent warnings of the approaching hurricane. For 36 hours, says the station, KNUZ newsmen issued bulletin material and supplementary reports to the United Press International news service wire. Taped reports were relayed from the hurricane scenes to stations in all parts of North America as well as the Mutual network's news department.

KOIL newsmen were dispatched to the scene of a flood as the Papio Creek overflowed in a residential district of Omaha. Throughout the day, they broadcast on-the-spot, wading through flood waters.



Mayor-president Jack Christian of Baton Rouge, La., is presented with an fm radio from Roger Davidson, WJBO Baton Rouge sales mgr., as Frank McConnell, president pro tempore, looks on. The occasion saluted the establishment of WJBO-FM with "Fm Month."



Glen Broughman, news director WRBL-AM-TV Columbus, Ga., congratulates Eleanor Whitelaw, station news director, after she was awarded diploma for economics course sponsored by local Chamber of Commerce.

While the Russian Premier Khrushchev is currently being informed about our way of life, William J. Edwards, president and general manager of WKNX Saginaw, Mich., was informing local citizens about the Russian way of life. The *Saginaw News* invited him to give his observations and views in a guest editorial, based on his recent visit to the Soviet Union.

Public Service:

WBBM Chicago has prepared a booklet on its public service activity in 1958. For that year, it devoted 304 hours, five minutes and 34 seconds to public service programs, partial program features and announcements. During the year, WBBM used 1,001 programs, 121 features and 6,139 announcements for public affairs, at an estimated value of $860,275.06, according to the station.

WHLI Hempstead, N.Y., will broadcast emergency announcements during the storms, hurricanes and snowstorms of the winter months for the 12th consecutive year. The station reports that its facilities have been made available to over 400 schools and almost 400 industrial and commercial firms in its coverage area.

Programming:

"The music never stops on the Ted Jackson Show" is a new programming concept of WRCV Philadelphia. Specially selected music is heard continuously, even behind "live talk" on the two-hour show. The new music concept is interrupted only for recorded musical commercials, according to WRCV.

WABC New York's new music policy, the "greatest sounds of all time," features a well balanced program of music rather than just the top 40 tunes. Also, the station's new news policy will provide 10 minutes of "news in depth" every hour. • • •

ABOVE ALL . . .

WGY SELLS

YOUR
PRODUCT
HARDER



WGY will sell your product harder in the rich market area it serves: Albany — Schenectady — Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, New York. 982-12

50,000 Watts · NBC Affiliate · 810 Kilocycles

A GENERAL ELECTRIC STATION

BPA memo



Homes and Swimming Pools Make Grand Prize Gifts

Gracious living, in the form of modern homes and private swimming pools, is being offered to radio listeners through promotion campaigns by three stations—WCOL Columbus, O., WYDE Birmingham, Ala., and KFWB Hollywood, Calif.

WCOL, in cooperation with Huber Homes Inc., a Columbus home builder, has been conducting a "Dream Home" contest for three months, coming to a close this month. The station reports that the winning listener will receive a four-bedroom brick ranch home completely furnished, along with a Bermuda swimming pool. The worth of the prize, says the station, is in excess of $25,000.

WCOL is placing word clues next to commercials on an irregular basis. Listeners must select 25 or more words from a list of 1,000 words heard over the air and complete the statement, "I would like to live in the new WCOL Dream House because. . ." Also, the station's campaign consists of 96-spot-per-day saturation—every 15 minutes, 24 hours a day.

WYDE, along with the Birmingham JayCees, sponsored the "Birmingham Home Show" at the Alabama State Fairgrounds. The grand prize of the show was a Knox home and lot in a Birmingham suburb, Vondales. The second prize, according to WYDE, was a fully installed Lancer swimming pool. WYDE manager Tom Whitley states that in addition to promoting many of the station's sponsors' home products, the show also provided an opportunity to cooperate "with the Junior Chamber of Commerce in its worthwhile ventures."

A KFWB programming feature, "The swimming pool on the roof," has resulted in a three-way promotion campaign, according to KFWB. The Elliott Field show, heard from 3 to 6 p.m. during the summer, created the illusion among listeners that it was being done "poolside." Paddock Pools Inc. decided to take part in the program-promotion and is offering one of its swimming pools as a contest prize to the listener with the correct count on the number of times "Paddock" is mentioned by Elliott Field during the course of the contest. A swimming pool trade journal has arranged a feature story on the KFWB "pool on the roof."

A Day Off With Pay Adds Up to Easy Listening

While some radio listeners are winning homes and pools, others are content with receiving a day off with pay from their jobs, through promotion campaigns by WBZ* Boston and KISN Portland, Ore.

New England employers, entering the WBZ "Day Off With Pay" contest, submitted letters to the station giving reasons why certain employees were entitled to a day off to be guests of WBZ at Pleasure Island, the area's recreation center.

With regular broadcasts from the island, the station selected a winner each day for one week. Each person was the station's guest, and according to WBZ, was "given the VIP treatment."

KISN's "Goldbrick" contest gives listeners a chance to "goldbrick" from their jobs for a day, according to Steve Brown, KISN program director. Running indefinitely, the contest asks listeners each day to write a letter of 25 words or less about why they need a day off from work. The station then arranges for the person with the best reason to have a day off with pay.

Station and Movies Develop Musical Salute

A "movie musical salute" campaign involving radio spots, film trailers, lobby displays, newspaper ads, and record shop displays, has been launched by KWK* St. Louis, in cooperation with motion picture exhibitors in the St. Louis area.

The station saluted the greater St. Louis motion picture industry with a campaign called "Get More Out of Life—Go Out To a Movie." This consisted of devoting the 11 a.m. to 12 noon segment of *Hi-Fi Showcase* on three Sundays in August to telling the story of the local motion picture industry's economic, cultural and public service contributions. It also highlighted Academy Award-winning songs and other movie favorites. Musical salutes to the movies were heard every half-hour around the clock for two weeks. The 60-second trailer film was reportedly shown on every theatre screen in the area from July 27 to August 15. It advertised the station's campaign for the movies and gave the various times when people could hear "music from the movies" or interviews with top show business stars.

Dialing Right Number Can Put You on the Air

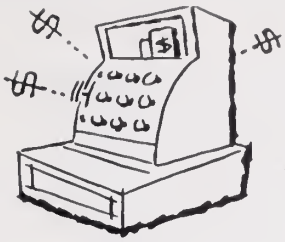
WBAL* Baltimore set up special telephone receivers as part of its "You're on the Air" contest. Listeners called certain numbers with the chance of having their voices recorded for possible playback over the station during the day.

According to WBAL, over 3,000 persons called the special telephone numbers during the second week of the contest. Only selected voices were aired at irregular intervals throughout the week, and those listeners who correctly identified their own voices within a half-hour after broadcast received transistor radios. Over 500 persons responded during the week, believing that their voices had been aired.

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).

HOMETOWN, U. S. A.

radio registers



REFRIGERATOR DEALER

Hynes Brothers, the Washington, D. C., distributor for Gibson refrigerators, used spot radio on WMAL Washington for four weeks. Using primarily the daytime hours to reach the women listeners, Hynes ran 40 spots a day throughout the campaign in its first use of radio. According to WMAL, 498 sales were directly attributed to the radio campaign, and John Hynes states that "Gibson had the biggest sales month in the history of the company."

HOME TRAILERS

Shipley Sales Co. ran a two-day promotion campaign over WFPA Fort Payne, Ala., to introduce a new trailer sales lot. The station moved its entire programming into one of the trailers for the regularly scheduled spots. In the first week of the WFPA "Time on Time" remote broadcasting, the company sold seven mobile homes, at an average price of $3,000, according to the station. Shipley then ran a second campaign two weeks later and sold six more trailers.

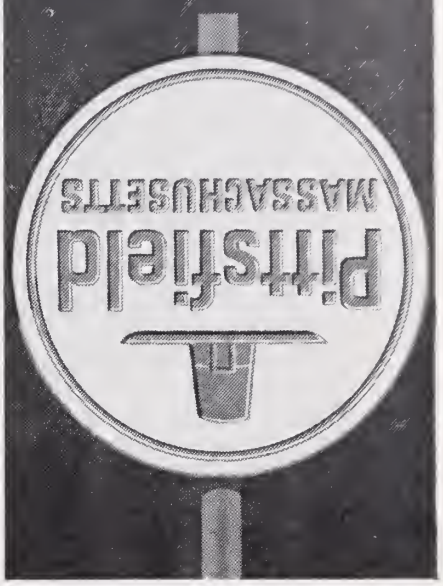
SUPERMARKET

IGA Thriftway supermarket ran a weekend saturation campaign to build store traffic over KFPW Fort Smith, Ark. Consisting of 40 live spots during the two days, the promotion featured a special sale of Tang breakfast drink. According to KFPW, the store made 644 cash sales of Tang through the radio campaign.

APPLIANCE STORE

Pullman Appliance & Music Store, Pullman, Wash., ran a three-day remote campaign over KRPL, Moscow, Ida., to acquaint new families in the area, as well as old customers, with its line of new appliances. The station reports that the store sold 33 major appliances in the three days.

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



The WBEC, Pittsfield, Mass., sales department is delighted with the "Department Store Radio Campaign Service" of RCA Thesaurus. Program Director Paul Edwards tells why WBEC is so very excited.

"Sold England Bros. 1000-spot, 52-week DEPARTMENT STORE RADIO CAMPAIGN...income over $7800! Jingles sold the sponsor, who hummed them all the way through the tape demo . . . everyone here is very pleased!"

If you want more department store business...or any other kind ...in *your* town, write for complete RCA Thesaurus details now!

RCA THESAURUS

155 East 24th Street • New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

WKMI
KALAMAZOO

Now Operating
24
HOURS
A DAY

SERVING KALAMAZOO
AND BATTLE CREEK.
PRIMARY AREA COVERAGE
431,000 POPULATION.

•

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS

5,000
WATTS
BROADCAST TIME SALES
REPRESENTATIVE

report from RAB

Auto Dealers Target Of New Sales Tools

What may be the biggest radio sales campaign ever launched at a single retailing group begins this month as station members of the Radio Advertising Bureau Inc. set out to sell the nation's automobile dealers.

Although auto dealers are the largest source of local revenue for most stations, according to RAB findings, it's felt the opportunity for more automotive billing has never been greater than right now.

To help stations fit their push to the need of the 1960 model year, RAB this month mailed to its members a complete package of auto dealer sales tools.

The chief package ingredient is facts—on radio, on the automobile business, on the marketing and advertising trends affecting the industry. The kit includes 11 separate booklets, brochures and folders.

RAB says auto dealers have many problems to solve even though the industry has rebounded nicely from recession-hit 1958. Among the difficulties dealers face: Profitless prosperity, high business mortality, lack of public confidence, "compact" car sweepstakes.

For example, RAB points out that in a recent record-breaking year for new car sales, operating profits averaged only 1.7 percent while within four recent years dealers declined 4,600 in number.

How can radio help brighten the dealer profit picture, help beat the sure-to-come competition in 1960? RAB takes 24 pages to show radio's superiority for automotive advertising in a presentation: "Radio: Miles Ahead for Auto Dealer Advertising."

Using arguments developed under nine specific headings, RAB tells dealers that radio reaches the full potential of their markets, delivers the decision-making male and excels in the suburbs, where the dealer's best customers are moving.

Some facts from the presentation: Better than 55 percent of all car-owning households are in suburban locations; radio reaches two-thirds more suburban families than metropolitan newspapers in five typical markets; 80 percent of total new car sales are made to persons who already own cars; 37.9 million cars are radio-equipped.

The RAB package also includes eight full-length case history folders explaining in detail how dealers in various-sized markets use radio with success. One capsule case history tells this story:

Twelve announcements each day for three days sold 75 cars for the Hull Dobbs Ford agency in Winston-Salem, N. C. The commercials offered no startling deals, just straight discounts. Total dollar volume gained: approximately $220,000, about what the dealer would score in a month. Cost of the radio campaign: Just $144.

RAB rounds out the kit with two booklets, "Background for Selling Auto Dealers," and "101 Sales Ideas for Auto Dealers." The background piece is designed to brief salesmen on the automotive business and contains facts and figures on current marketing trends. The idea booklet is a collection of contests, copy points and promotional stunts. • • •

RADIO SALES TREND OF THE MONTH

Based on information gathered by RAB during national sales calls

Several brands, not the top sellers in their product categories, are now considering or testing radio in an effort to compete with larger budgeted brands active in tv. The brands include a filter cigarette, a drug product, an insurance company and a line of baby foods. The feeling is that they should move into a medium that they could dominate. Radio's economy would permit them to compete equally with their competitors, allow them to be "big" on a small budget.



Our awards are your rewards!

Constant quality programming pays off in audience growth and loyalty!

Peabody Award—Won by WGN-TV's Blue Fairy as the best children's program of the year.

Alfred P. Sloan Award—Presented to WGN Radio "Signal 10" for public service in promoting traffic safety. "Signal 10" documents the work of the state police of Indiana with on-the-spot recordings of actual traffic violations and instructive comments on their dangers. This popular, 25-minute feature has been made available to 17 other midwestern radio stations.

Ohio State 1958 TV Award—Presented by Ohio State University to WGN-TV for its documentary program "The Cardinal's Two Hats," based on the life of the late Samuel Cardinal Stritch.

3 Emmy Awards and 10 Plaques

WGN-TV's Fran Allison was awarded two Emmys. She was chosen best actress of the year and best saleswoman of the year.

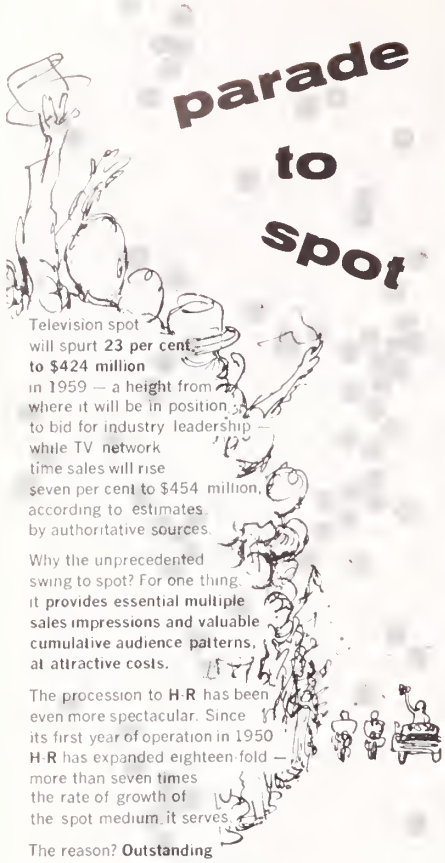
WGN-TV's cameraman, Wilmer Butler was awarded the behind-the-camera Emmy for "best creator with material elements."

The ten plaques awarded to WGN-TV were shared by these seven WGN-TV staffers: Fran Allison, Frazier Thomas, Jack Brickhouse, Sheldon Cooper, Frances Horwich, Bob Trendler and Bob Stebbins.

Quality programming, presented with integrity, produces award winners. It also produces rewards for advertisers who can depend on WGN and WGN-TV to deliver loyal audiences day after day, year-in, year-out.

WGN and WGN-TV

Serving all Chicagoland
441 N. Michigan Avenue, Chicago 11, Ill.



Television spot will spurt **23 per cent to $424 million** in 1959 — a height from where it will be in position to bid for industry leadership — while TV network time sales will rise seven per cent to $454 million, according to estimates by authoritative sources.

Why the unprecedented swing to spot? For one thing, it **provides essential multiple sales impressions and valuable cumulative audience patterns, at attractive costs.**

The procession to **H-R** has been even more spectacular. Since its first year of operation in 1950 **H-R** has expanded eighteen-fold — more than seven times the rate of growth of the spot medium it serves.

The reason? **Outstanding salesmanship,** among others. **H-R** *Television, Inc. Representatives*



Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV looks over . . .

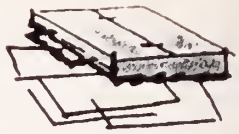
Letters of GOOD WILL— 34 years in building— a productive PLUS for WHBF advertisers.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

report from representatives



Petry Study Provides Fuel For New Car Advertisers

Automobile advertisers are being advised not only how to promote their products, but when, in a study conducted by Edward Petry & Co. on the shopping and purchasing habits of new car buyers.

The survey was conducted in 29 Petry-represented station markets and furnishes automobile advertisers with data on the favored shopping days and hours of potential customers in each market. Ben Holmes, Petry vice president in charge of radio, states, "An automobile manufacturer can effectively pinpoint his target.

"Spot radio, with its unique flexibility, has always allowed an automobile advertiser to hit his audience, no matter where it is, whenever he wants—on a market-by-market basis. This study tells him *when.*"

Saturday Big Day

Petry found that Saturday is overwhelmingly the best day for new car sales, with the morning and afternoon about even. Monday and Friday are also very good, although usually only in the evening. In certain markets, the study revealed that Thursday evening was good after supermarket shopping.

Typical of the response to the survey is Dallas, Tex., where 25 new car dealers were interviewed. Saturday was voted as the best day for selling cars by 17 dealers, while five voted for Monday, two voted for Friday, one voted for Wednesday and another voted for Thursday. The most popular selling hours were 3 to 6 p.m., 9 a.m. to 12 noon, 12 noon to 3 p.m., and 6 to 10 p.m.

While Saturday is clearly shown as the leading car-selling day in the week, certain market areas have also found other days to be equally as successful. In Milwaukee, for example, nine dealers were contacted by the Petry-represented station in the area.

One Chevrolet dealer stated that in the summertime, Monday and Tuesday were the best nights, and in the winter, Saturday was the best day. Another picked Saturday and Monday daytime as the best days throughout the year. Of three Ford dealers interviewed, the first stated that Monday and Tuesday nights were the best all year, while in the winter alone, Friday night and all day Saturday brought out the most customers; the second dealer picked Monday, Tuesday and Wednesday evenings in the summer and all day Saturday in the winter; the third chose Monday and Friday nights in the summer.

An Oldsmobile dealer reported that his best selling time was Wednesday night all year except in the summer. Friday nights and Saturday afternoon were the next best. A Plymouth and Chrysler dealer picked Monday night as his best time, with Friday night running second and all day Saturday placing third. A Buick dealer stated his best times were Friday all day and Saturday daytime.

Mr. Holmes declared that "Radio is the natural medium for reaching new car prospects. . . . This is one of the singular applications of radio's highly sales-directional flexibility, for in the case of new car buyers, we can narrow down to the prime prospect and aim new product persuasions at him while he actually is using the old."

The markets that are covered in the Petry study, in addition to Dallas and Milwaukee, are: Albuquerque, N. M.; Atlanta; Buffalo, N. Y.; Chicago; Cypress Gardens, Fla.; Denver; Detroit; Harrisonburg, Va.; Houston; Indianapolis; Little Rock, Ark.; Miami; Minneapolis; Norfolk; Omaha, Neb.; Philadelphia; Portland, Ore.; Providence, R. I.; Richmond, Va.; Sacramento; San Antonio; San Diego; San Francisco; Shenandoah, Ia.; Spokane, Wash., and Tulsa. • • •

report from agencies

D'Arcy Sees Need For Close Radio Ties

A growing regard for the job radio can do has been clearly brought to light by the recent Media Day seminar of D'Arcy Advertising Co., St. Louis. For the past two years, the agency has held 10 such seminars as it seeks to improve the business partnership between itself and the media it uses.

Prominent during these programs has been the participation of radio station executives and their representatives, for, according to John Weber, producer-director of the radio-tv department, "Radio is of vital importance at D'Arcy and demands equal creative effort with all other media."

The sound medium's significance at the agency is illustrated by the firm's $5 million billings in spot radio campaigns during 1958, according to Richard T. Greer, public relations manager.

Broadcast (radio-tv) billings for the current year, he states, are expected to approximate 32.3 percent of the total agency billings, with the home office in St. Louis handling a $5.5 million share of the broadcast business. The home office alone anticipates spending approximately $2.5 million for radio.

Beer Client

Among the firm's principal radio clients, Anheuser-Busch, St. Louis, maker of Budweiser beer, allots "more than $2 million annually to radio commercials," Mr. Greer declares. The beer company represents the agency's largest single account in the medium in St. Louis.

Other important radio users in the area are: The Krey Packing Co.; the Banquet Canning Co.; the Missouri Pacific Railroad; the Laclede Gas Co., and the Reardon Co.

"Each client has his own philosophy about radio and its effective use," states Harry K. Renfro, radio-tv media department manager. "Anheuser-Busch, for example, feels that its radio commercials must entertain as well as sell Budweiser. (See *Where There's Radio There's Bud*, February 1958.)

"The brewery has made its campaigns sales-successful through the buying of heavy spot schedules on 540 stations in more than 300 markets, thus assuring exposure to the largest possible cross-section of the population. Repetition of the 'Where there's life there's Bud' spots has also done much to create a lasting product image in the minds of listeners."

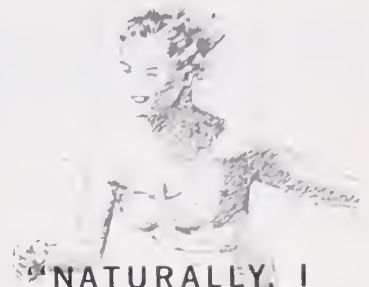
Different Approaches

Some clients, on the other hand, Mr. Renfro points out, don't feel that jingles set to music do their selling job or reach the public needed for their products. They may turn to humor or to straight selling commercials instead.

Mr. Weber adds that "while the agency prefers to transcribe commercials, there are times when the budget for a given campaign will not permit it."

In a market like St. Louis, however, where control over live commercials can be exercised by the agency, clients such as Budweiser supply wholesalers with live spot copy for use by the station personalities and announcers, he says.

Since the media meetings were instituted, 125 persons have attended the seminars. During the most recent session, held during the summer, eight men from the broadcast field participated along with six print media representatives and three outdoor media people. • • •



"NATURALLY, I LISTEN TO KFWB"

"When surfing, I thrill to the coordination and speed. When listening to radio, I want the same zest and personal pleasure... so, naturally, I listen to KFWB."

The KFWB audience gives you more men, women, children ... more everybodies ... than any other Los Angeles station. Buy KFWB ... first and fast in Los Angeles.



6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

A "Handy" Way To Buy The Best in Birmingham



Ask C. E. Hooper
or
The Pulse
or
Anybody in Alabama

WSGN
6



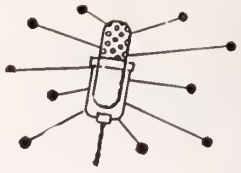
POWER . . . 50,000 watts of it . . . **PROGRAMMING** . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

Robert E. Eastman & Co., Inc.
National Rep.

J. E. Campeau,
President

GENERAL OFFICES
GUARDIAN BLDG.,
DETROIT

report from networks



► ABC:

Nearly $2 million in new and renewed business was signed by ABC Radio in July—the largest gross billings for that period by the network in recent years, according to Edward J. DeGray, ABC Radio president.

New ABC sponsors include: Western Air Lines Inc., Peter Paul Inc., Swanson Cookie Co., Chicopee Mills Inc., Dawn Bible Students Association, Curtis Circulation Co., Plantabbs Corp., Burgess Vibrocraltors Inc., Magla Products, Standard Oil Co. (Indiana), Bankers Life & Casualty Co., Lab.-Co. and R. J. Reynolds Tobacco Co.

Six renewals for 52-week periods include: The Kretchmer Corp. for *Breakfast Club;* Dr. Thomas Wyatt for *Wings of Healing;* Voice of Prophecy Inc. for *Voice of Prophecy.* Also, Cadillac Motor Car Division of General Motors Corp. has renewed its sponsorship of *John Daly-News.*

Beginning September 8, John Cameron Swayze will be heard on *Business Final,* Monday through Friday, 4 to 4:10 p.m., and rebroadcast from 7:15 to 7:25 p.m. Aired directly from the New York Stock Exchange, the program will present late financial news of interest to business men and will analyze current market trends and their effects on the general economy.

► CBS:

More than three-quarters of a million dollars was netted by CBS Radio in new business and renewals during a week ending in mid-August, according to George J. Arkedis, CBS Radio vice president in charge of network sales. Major buys by Grove Laboratories and The Mentholatum Co. highlighted the sales.

Grove purchased 28 weeks of daytime serial units and "Impact" segments, with 12 to 15 of the broadcast units per week beginning Sept. 11. Mentholatum, for Deep Heat Rub, purchased a combined order of *House Party,* daytime serial units and "Impact" segments. Effective October 4, the campaign will run for 26 weeks.

The Oldsmobile Division of General Motors Corp. will sponsor *Lowell Thomas and the News* (6:45 to 6:55 p.m., EDT, Monday through Friday), effective September 28. Also, Foster-Milburn Co. has renewed two weekly daytime serial units for 52 weeks beginning August 14.

► NBC:

A total of $2 million in net sales during a one-month period ending August 19 was announced by William K. McDaniel, NBC Radio vice president in charge of sales. The sales were highlighted by a one-quarter sponsorship of *News on the Hour* for 39 weeks by Auto-Lite Battery Corp., beginning August 31. This marks the company's return to the use of the broadcasting media.

Other sales during the one-month period included: A 52-week order by Time Inc.; a three-week saturation schedule for General Foods Corp., for Swans Down Flour, beginning Oct. 12, and one-half sponsorship by Philip Morris Inc. of the National Football League's championship game on Dec. 27.

► MBS:

The Mutual Broadcasting System has received creditors' acceptance of its entire financial reorganization plan, following a meeting in Federal District Court last month.

This action was concerned only with the Class I creditors, since those in Class II and Class III had already given their acceptance previously, according to Benjamin Weintraub, the network's special counsel. In all, there are 195 proofs of claim filed by Class I creditors, with 171 acceptances. The 195 proofs represent $1,633,646 in creditor claims against Mutual, and of this amount, $870,831, or more than the needed majority, agreed to settlement under the network's reorganization plan.

During the two-month reorganization period, the network says it signed affiliation agreements with 16 new stations, among them: KAYO Seattle; KOBY San Francisco; WJMK Syracuse, N. Y.; WINF Manchester, Conn., and WZOK Jacksonville, Fla.

Keystone:

Charlotte Tucker, director of station relations for the Keystone Broadcasting System, has announced the addition of seven new affiliates: KTOC Jonesboro, La.; WDLB Marshfield, Wisc.; WWIZ Lorain, O.; KGRO Gresham, Ore.; WRWH Cleveland, Ga.; KASO Minden, La., and KRMS Osage Beach, Mo. • • •

MUSIC (Cont'd from p. 25)

to newcomer Carl Dobkins Jr. There's room for all kinds of music on the air, not just one or two."

Because of the varied nature of the buying public, Mr. Meyerson continues, "trends" are difficult to define and almost impossible to predict.

"Everybody loves to spot a trend," he observes, "in movies, politics, or Top 40 tunes. We try to guess, to start a few little 'trends' ourselves, but you can't work by computer findings in such an emotional area as music."

Illustrating those things that are unforeseeable in the recording industry, he points to one of the three top discs for 1958—"Volare."

"This record broke all the accepted rules as to what would sell. It ran over three minutes long. It broke tempo several times. And it was in Italian—how many people in this country can understand Italian? But it became a hit.

"Then everybody jumped on the bandwagon and started making Italian records galore. Nothing happened."

On the subject of rock 'n roll, Mr. Meyerson is equally skeptical of predicting what its status will be.

"Critics have been pronouncing it dead for the past four years," he recalls. "But it is now part of the American musical idiom. It's vociferous, but a good portion is basically an early blues form."

Mitch Miller remembers when he and Rosemary Clooney made a record in 1953 entitled "My Baby Rocks Me with a Steady Roll." It's a famous old blues piece, he explains, but six years ago (just prior to the era of rock 'n roll) its revival was vetoed by Columbia because of two dubious words: "rock" and "roll."

Music, Mr. Miller continues, is one of the freest expressions of formal art.

"In these days of conformity in dress, food and living habits, one of the few remaining areas in which an individual can express himself is in his selection of music. But now the 'numbers' people are trying to bring conformity into this field, too. A person doesn't want to listen to all the same things his neighbors hear."

Looking for the ingredients with which to produce a hit record, Mr. Miller says, entails seeking out what will affect the most people. An artists and repertoire man, in his opinion, should be part psychologist, part English teacher and a lot of other things as well as a musician himself, in order to gauge what will evoke the necessary immediate emotional response.

To be successful, adds Joe Reisman of Roulette, music must strike a familiar or receptive chord in the listener.

"Lyrics alone might sell a record if they really hit home with a lot of people," he says. "One of the reasons why rock 'n roll is so popular with teenagers is that, besides its having an exciting beat, its lyrics generally tell a story of what kids think and do and feel. Adults just don't think and do and feel things the same way, so the lyrics don't capture them."

Program Director Role

The program director for a radio station would do well to take a page from the book of the recording company's artists and repertoire man, Mr. Reisman suggests.

"He should be aware of the tastes of every segment of the population simultaneously. He's dealing with all age groups and markets."

Age rather than geography now determines who's buying what in the record category, the recording director points out.

"There used to be regional differences in musical tastes," he says. "But now country and western music, for instance, sells nationwide. Types of music themselves have melted together. Some rock 'n roll is nothing but country and western with a blues beat—add strings, and it's a pop tune."

On the subject of tastes in music, Martin Samit, director of Consumer Behavior Labs, New York, says studies he has conducted in this regard indicate that psychological factors related to age, sex and education determine an individual's preferences.

"City size or regional characteristics have only a negligible bearing," he finds. "For instance, tastes in the South appear to differ from other regions only because the South has more young people whose preference is for simple music with a definite beat."

Musical Consumers

The relationship between musical tastes and personality characteristics are very close, Mr. Samit notes.

"You can do a personality diagnosis using musical themes. And since buying patterns are strongly related to personality factors, a radio station should take into account that its programming of music can help considerably to determine its success as an advertising medium for a given product."

Mr. Miller carries this point further in declaring that the radio listener who is not hearing what he likes in the way of music will turn off his set and turn to his record player for satisfaction.

"Emphasis today is on broadcasting music and news, which is a good basis," he states. "But too frequently a station ends up with fresh news and stale music.

"Program departments should keep in mind that Mom isn't necessarily listening to the radio the kids have turned on—she's tolerating it. It's a rare sub-teen music performer who has entertained an adult audience for an evening, in a nightclub act, for example. That's a test for holding adult interest.

"With so many people owning record players today, we find the market for all kinds of records has expanded tremendously. A whole new era has opened up for poetry readings, comedy and other performances besides music."

Anyone who deals in services is subject to providing what the client wants, according to Mr. Reisman, who expresses his sympathy with radio's efforts to play to the interests of its listeners.

"But you can't underestimate the variety and degree of those interests," he maintains. "To each his own—and radio, like the recording business, must make sure there's something for each available on the market." • • •

Power Ratings!

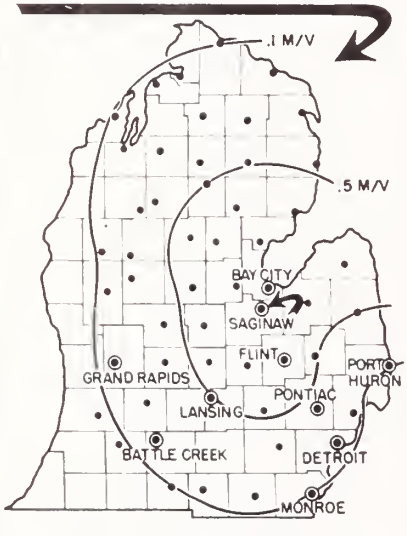
The **NUMBER ONE** RADIO STATION in SAGINAW-BAY CITY for the **5th** CONSECUTIVE YEAR —*(Pulse)*—

Power Personalities!

☆ Bob Dyer ☆ Harry Porterfield
☆ Dave Skinner ☆ Phil Baller
☆ Art Allen ☆ Mike Chamberlain
☆ Dwayne Riley ☆ Dave Millan
☆ Dave Kushler ☆ Dick Davis

and Now **TEN TIMES MORE POWER**

Power Coverage!*



A Giant New MICHIGAN MARKET of more than 1,000,000 High-Income People
*TARGET DATE SEPTEMBER 15

10,000 WATTS

Outstate Michigan's *Most Powerful* Radio Station

WKNX

SAGINAW, MICHIGAN

Represented By **GILL-PERNA**
NEW YORK—CHICAGO—LOS ANGELES
DETROIT—SAN FRANCISCO—BOSTON

report on FM

22 Texas Fm Stations Analyze Practices, Problems

A state-wide profile of fm broadcasting, throwing some light on programming practices, research—or lack of it—and sponsored time status, has been formulated through a survey of 22 Texas fm stations.

The report, compiled by KHFI-FM Austin, shows a wide range of programming concepts covering various forms of music, news and weather.

While music generally comprises most of an fm station's programming schedule, the form of this music varies with each station. It runs the gamut of popular, mood and classical selections.

Popular music comprises 50 or 60 percent of the schedule of five of the stations, according to the survey, although nine others are at the opposite end and do not program this "Top 40" music.

Background mood music comprises over 15 percent of the programming of seven of the 22 stations. This music makes up between 30 and 40 percent of the programming of five other stations. As far as classical music is concerned, one station devotes 84 percent of its schedule to this form, while seven others program over 20 percent of it. Four stations do not program classical music.

The importance placed on news in fm programming differs with each station, according to the Texas survey. While five stations broadcast news on the hour daily, seven others are at the other extreme, and do not broadcast news. In the middle are two stations that broadcast news four times daily, two others that broadcast news two times daily, another two that broadcast news one time daily, and one station that broadcasts news 30 times daily.

The need for more audience listenership studies for the fm medium is shown in this survey. It points out that nine of the stations have had no audience information and have not yet employed any means of measuring their audiences. Among the other stations, three used Pulse surveys, two used fm retail sales and projected an index, two others used local independent pilot surveys and one station used mail response and program guide subscriptions as an index.

Sponsored Time

The amount of sponsored time on the stations' schedules varies among those affiliated with am or tv stations (10) and the independents (12).

Only four of the affiliated stations show over 30 percent of their time sponsored, with one reporting 85 percent. The independent fm stations, however, report a much higher percentage of sponsored time.

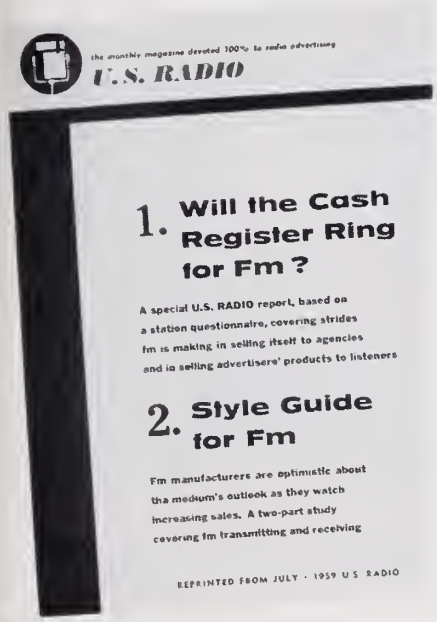
Six of the independents—one-half of those surveyed—show over 45 percent of their schedule sponsored, with the largest being 65 percent, by one station. For the most part, much of this is local sponsorship, with either little, or in most cases, none of it being national sponsorship. The survey states that nine of the 22 stations have no national accounts and only one has four accounts, another has three, and two others have one each.

The 22 stations included in the survey are: KGNC Amarillo, KAZZ Austin, KHFI Austin, KRIC Beaumont, KCLE Cleburne, KCMC Texarkana, KHMS El Paso, KFJZ Fort Worth, WBAP Fort Worth, KDMC Corpus Christi, KIXL Dallas, KEFC Waco, WFAA Dallas, WRR Dallas, KGAF Gainsville, KSPL Diboll, KTRH Houston, KFMK Houston, KRKH Lubbock, KBFM Lubbock, KNFM Midland, KEEZ San Antonio.

The Texas fm broadcasters were surveyed on a possible meeting October 17, 18, and 19 to discuss the problems of the medium. • • •

Articles Of Major Interest Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



- **Will the Cash Register Ring for FM?** (including equipment style guide for FM)
- **RADIO: The Way to Food Shopper's Heart**
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Sinclair Trims Spot Paper Work**

For further information, write—

Reprints
U.S. RADIO
50 West 57th Street, NYC 19.

For future articles that really "dig" into the depths of sound radio advertising . . . be sure you see each monthly issue of U.S. RADIO.

Enter Your Subscription Today

$3 For 1 Year

$5 For 2 Years

U.S. RADIO SUBSCRIPTION

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

Type of Business_____

☐ Company or
☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- **COLUMBIA**
- **JEFFERSON CITY**
- **MEXICO**
- **FULTON**

Today's News Right Now! . . . Direct line to Washington, New York, and Foreign Capitals six times daily. Rapid Reporting of Missouri and Regional News thru KFAL News Bureau, roving reporters & stringers, backlogged by reliable United Press International. Mid-Missouri *depends* on KFAL RADIO NEWS. Your *finest choice* for Sponsorship and limited adjacencies.

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

A SMASHING SUCCESS IN MONROE

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Services, Inc., Mr. Raymond W. Baker, General Manager of KMLB Monroe, Louisiana, stated that "our recently concluded CCA Campaign was the most successful Radio promotion to hit Monroe in many a moon. With our competition consisting of two "frantic" operations with all their attendant gimmicks and giveaways, it took something as good and fundamental as CCA to do an effective job.



Raymond W. Baker

"To my way of thinking, Community Club Awards is the answer to a harrassed manager's prayer. It accomplishes three all important objectives; produces local and regional revenue not otherwise readily obtainable; supplies tangible proof of definite results for advertisers; and serves as an ideal audience and community goodwill promotion.

"There's been a lot of comment in the trade concerning the detail work involved in properly handling CCA. It's true, but that also holds good for almost anything that might be as worthy of the effort, and they are all too few and far between."

COMMUNITY CLUB AWARDS

20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466

report from Canada

Fenton Cites Value of Radio For Potential Sponsors

Radio offers many advantages to potential Canadian advertisers, according to Charles W. Fenton, director of radio sales for Canadian Association of Broadcasters. Mr. Fenton declares that with over 7,500,000 sets now being used in Canada, the "tremendous umbrella-like coverage that radio has . . . extends out of the home as well."

He further states that "1,138,000 cars have a radio and people are listening to portable and small sets in a dozen and one different places.

"It used to be that the family gathered around the one living room set. Now, however, radio gathers around the family—both in and out of the home."

The average home in Canada, according to Mr. Fenton, listens to radio four hours and six minutes every day—over 28 hours per week. "Radio is, therefore, important in people's lives."

Sponsor's Viewpoint

Discussing the medium from the viewpoint of the potential sponsor, Mr. Fenton feels that radio "reaches nearly every home in an area in a way and at a cost that is difficult, if not impossible, to duplicate."

Reaching the housewife—"the largest segment of radio's audience"—is an important asset of the medium, he says.

The fact that an advertiser can arrange a schedule and then change it is another advantage of radio. This flexibility of scheduling means that an advertiser doesn't have to "decide a year in advance what to do." Radio can ride with an advertiser's yearly business cycle, emphasizes Mr. Fenton.

Offering advice to potential radio sponsors, Mr. Fenton sees slogans, jingles and variety as being important in many campaigns. "Radio lends itself well to slogans. People like to be entertained even with advertising. Humor in copy or slogan is a very effective way to register with the listeners."

The jingle is a proven selling device in radio. "Don't overlook a jingle," Mr. Fenton advises advertisers. "It combines entertainment very nicely with sell."

A change from time to time in the advertiser's radio campaign is also advised. "Doing this," he states, advertisers "will reach more different families or people" and it will provide a "change of pace."

No Time Stealer

Radio isn't just a diversion—"although it is probably that as well." Neither is it a time stealer, Mr. Fenton declares. "It can reach and sell people while they are doing something else."

Radio is a big advertising medium, reaching more homes in Canada and the United States than any other medium, he states. "Ninety-six percent of all homes in Canada have at least one radio and 27 percent have two or more." A total of 982,831 sets were sold in Canada last year, according to Mr. Fenton. "This is one sold every 32 seconds throughout the year. . . ." • • •

The media analysis team of Brooke, Smith, French & Dorrance, Inc. in a "do not disturb," "right-through-lunch" emergency session. L. James Schneider, Vice President and Account Executive; George Johnston, Vice President and Director of Media; John S. Pingel, Vice President and Account Supervisor; Hal E. Rumble, Media Supervisor; Charles V. Hicks, Vice President and Creative Supervisor.



DOUBLE OR NOTHING

the decision: more in some media, nothing in others

It happens all the time—in every agency—sudden change in the client's plan calls for *more* space per ad; *more* time per commercial . . . and *with the same budget!* No time to lose. Figure it out *right now.*

As *Brooke, Smith, French & Dorrance* points out, these decisions are not made on "numbers" alone . . . what's making them thump their skulls and pound the table is the miserable chore of resolving the relative virtues of the many similar media that had been painstakingly worked into the schedule before the change-order came through.

Your sales representatives, your promotion have made their impressions on some or all of these decision makers—so have your competitors'—*but who is selling them now?*



with a properly planned, strategically positioned Service-Ad in SRDS

YOU ARE THERE selling by helping people buy

SRDS STANDARD RATE & DATA SERVICE, INC.
the national authority serving the media-buying function
Walter E. Botthof, *Publisher*
1740 Ridge Avenue, Evanston, Ill., Davis 8-5600
Sales Offices—Evanston, New York, Los Angeles, Atlanta



to sell
the most
Hoosiers
be sure
your product
is cooking
in the
hottest pot!



● Want a greater cumulative audience for your saturation spot campaign? Like to get more attention . . . pull a bigger response to your program . . . increase sales?

Then check WFBM first—*where every minute is a selling minute!* Greater program variety means more pulling power . . . gets more audience turnover hour after hour.

Ask us how WFBM can sell for you in this big, rich midwest market!

Represented Nationally by the KATZ Agency

radio research

Set Production and Sales Lead Radio's Summer Triumph

Underlying the Sindlinger & Co. report that radio listenership surpassed tv viewing during the month of July and at least the first two weeks in August are significant factors which played major roles in the medium's summertime success.

Among the chief factors are increased radio set production and sales, and the burgeoning out-of-home audience. Here are some of the figures:

- The production in June of 1,130,165 radios, including 637,806 auto sets, compared with 742,426 radios produced in June 1958, of which 235,433 were auto sets.
- The production of 50,783 fm radios in June, compared with 18,811 in May and 31,425 in April.
- The increase in retail radio sales for June, totaling 678,195 excluding auto sets, compared with 400,882 radios sold in May.
- The growing popularity of transistor radios.
- The heavy use of portable radios out-of-home.

Sindlinger & Co., Ridley Park, Pa., a business analyst firm, found that "For the first time in two years, more Americans are listening to radio each day than are watching television programs." In its media activity report, the firm stated that when radio outdistanced tv during July and August, it was the first time since July 1957.

Ahead of 1958

Indicative of the July 1959 success is the fact that production and sales for the first half of the year were well ahead of the first half of 1958.

Cumulative radio set sales, excluding auto sets, according to the Electronics Industries Association, showed a substantial increase—3,158,881 during January to June 1959, compared with 2,712,134 during the same months last year.

Sindlinger showed, for example, that during the week ending July 9, 79.4 million people (12 years or older) listened to radio, while 78.6 million persons watched television daily. The firm states 62.4 percent of the people interviewed listened to the radio the previous day, whereas 61.8 percent had viewed television.

The radio dominance continued through the following weeks. During the week ending July 16, daily radio listening was attributed to 79.1 million people—62.2 percent of those interviewed—while 77.9 million—61.3 percent—watched television daily. During the week ending July 23, 79.3 million persons—62.3 percent—listened to the radio, while television accounted for 77.1 million viewers —60.6 percent.

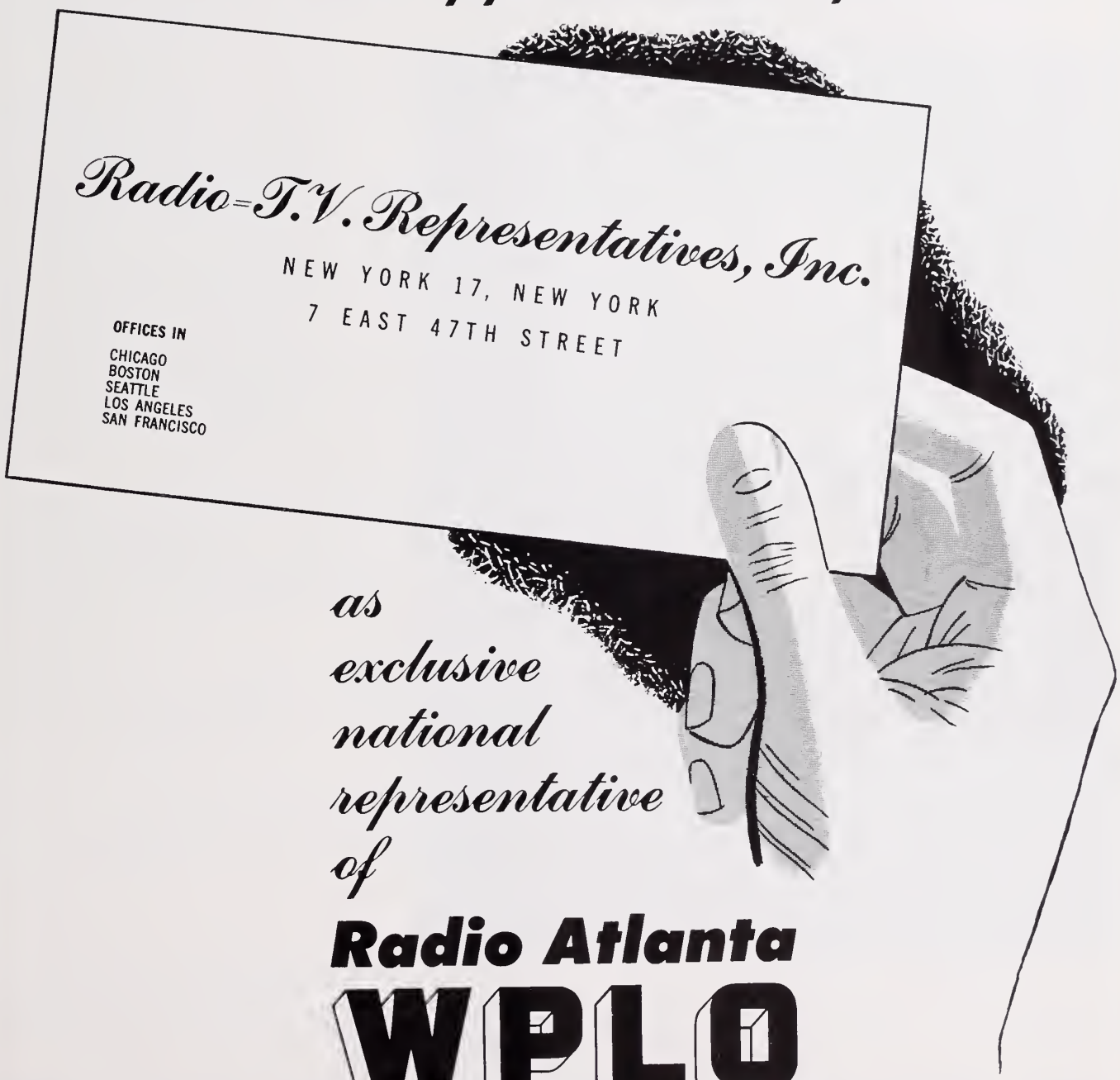
Auto radios were responsible for 30 percent of the total daily listenership, and portable sets accounted for 12.5 percent of the total, according to Albert E. Sindlinger, president of the firm.

Mr. Sindlinger declared ". . . other studies by our organization indicate more people are outdoors this summer, more are turning from tv to radio, and the volume of auto traffic has risen. These factors, plus the run-off of pre-1948 films which supported tv last summer, are causing the rise in radio listenership."

The importance of out-of-home listening during the hot weather months is shown through recent studies conducted by the Radio Advertising Bureau. RAB found that four out of every 10 groups at beaches, parks and picnic spots have portable radios with them. • • •

Announcing

the appointment of



as exclusive national representative of

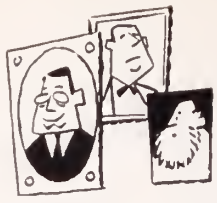
Radio Atlanta
WPLO

Prior to July, 1959, WPLO call letters were WAGA

and these other Plough Stations:

Radio Baltimore **WCAO** Radio Boston **WCOP** Radio Chicago **WJJD** Radio Memphis **WMPS**

names and faces



Noting the Changes Among
The People of the Industry

AGENCIES

Richard Mann, formerly v.p., Cunningham & Walsh Inc., named v.p., account supvr., Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York.

John O. Roche, copy dir., Gardner Advertising Co., St. Louis, appointed v.p., creative dir., New York office.

Channing M. Hadlock, formerly v.p., radio-tv dir., Rose-Martin Agency, New York, appointed radio-tv dir., The James Thomas Chirurg Co., New York.

Ross Legler, F. Michael Carroll, account executives, and **Maurice Sculfort**, assoc. media dir., Compton Advertising Inc., New York, elected v.p.'s.

L. E. Miller, formerly senior v.p., management account supvr., Lennen & Newell Inc., New York, named v.p., dir. and account supvr., J. M. Mathes Inc., New York.

Clark L. Wilson, founder of a West Coast personnel-marketing research consulting firm, named research v.p., Batten, Barton, Durstine & Osborn Inc., New York.

George J. Zachary, formerly a producer at Wightman Productions, has rejoined Kenyon & Eckhardt Inc., New York, as a radio-tv programming supvr. Also, **Frank Clayton**, formerly media group supvr., Gardner Advertising Co., St. Louis, named media dir., and **Sidney M. Maran**, copywriter, named account executive.

Thomas P. Wheelwright, formerly a member of plans board, Erwin Wasey, Ruthrauff & Ryan Inc., New York, appointed administrative asst., Advertising Counselors of Arizona.

STATIONS

Thomas J. Swafford, formerly WCBS New York sales mgr., appointed v.p., gen. mgr., WCAU Philadelphia.

O. P. Bobbitt, KTBC-AM-TV Austin, Tex., gen. sales mgr., named v.p. in charge of sales for KRGV-AM-TV Weslaco and KTBC-AM-TV.

Robert B. Lees, WIBM Jackson, Mich., sales mgr., named v.p. and gen. mgr.

Gordon Davis, formerly KYW Cleveland gen. mgr., named WIND Chicago gen. mgr. Also, **Carl W. Vandagrift**, formerly WOWO Fort Wayne, Ind., gen. mgr., named KYW gen. mgr., **Edward Wallis**, formerly KYW sales mgr., named WOWO gen. mgr. and **Fred E. Walker**, former v.p., gen. mgr., WTTM Trenton, N. J., named KYW gen. sales mgr.

Melvin Bartell named pres. and gen. mgr., WOV New York.

Jayne Swain, WAKE Atlanta, Ga., station mgr., elected v.p., gen. mgr.

Tom Whitley, WYDE Birmingham station mgr., elected gen. mgr.

George Goldman, promotion, publicity, KYA San Francisco, named head of Creative Services Department of Bartell Family Radio Group.

Gustave Nathan, formerly dir. of sales development, WKNB-WNBC (TV) New Britain, Conn., appointed gen. mgr. of the four *New York Herald Tribune* radio stations.

Robert F. Bartusch, formerly WLOK Memphis, Tenn., asst. gen. mgr., appointed gen. mgr.

Wendell B. Campbell, formerly v.p. in charge of Pacific Coast sales, RKO Teleradio Pictures Inc., appointed mngng. dir., KPOP Los Angeles.

Thomas H. Ruben, formerly asst. gen. mgr., Welworth Enterprises, named station mgr., WLOL-FM Minneapolis.

Tom Duggan, formerly KICN Denver sales staff, appointed sales mgr.

Roy H. Philson, KDKA Pittsburgh account executive, named asst. sales mgr.

Randy Archer, KING Seattle account executive, appointed local sales mgr.

James C. Kissman, formerly Capital Records asst. advertising mgr., appointed KBIQ (FM) Los Angeles account executive.

Al Racco, formerly KLAC Los Angeles account executive, appointed KNX Los Angeles account executive.

Mark Olds, KYW Cleveland program dir., named WNEW New York program dir.

REPRESENTATIVES

Stephen R. Rintoul, account executive at Venard, Rintoul & McConnell Inc., New York, appointed v.p., succeeding his father, Stephen Rintoul, Sr., recently deceased. Also, **Brock Peterson**, formerly in the media dept., Benton & Bowles Inc., New York, added to New York sales staff.

H. William Smutzer, Jr., formerly with NBC, appointed gen. mgr., Chicago office, Bernard Howard & Co.

Allen Hundley, formerly field representative in Dallas for NTA Inc., named Dallas office mgr., John E. Pearson Co.

Pete Watkins, formerly with Forjoe & Co., New York, appointed account executive, Gill-Perna Inc., New York.

James H. Fuller, formerly adv. sales mgr., *Sponsor* magazine, named to New York sales staff, Robert E. Eastman & Co.

NETWORKS

Stephen J. McCormick, MBS dir. of news, named dir. of the network's Washington, D. C., operations.

Charlotte C. Tucker, formerly timebuyer, Earle Ludgin & Co., appointed dir. of station relations, Keystone Broadcasting System.


Goldman


Davis


Vandagrift


Bartell


Rintoul


Swain

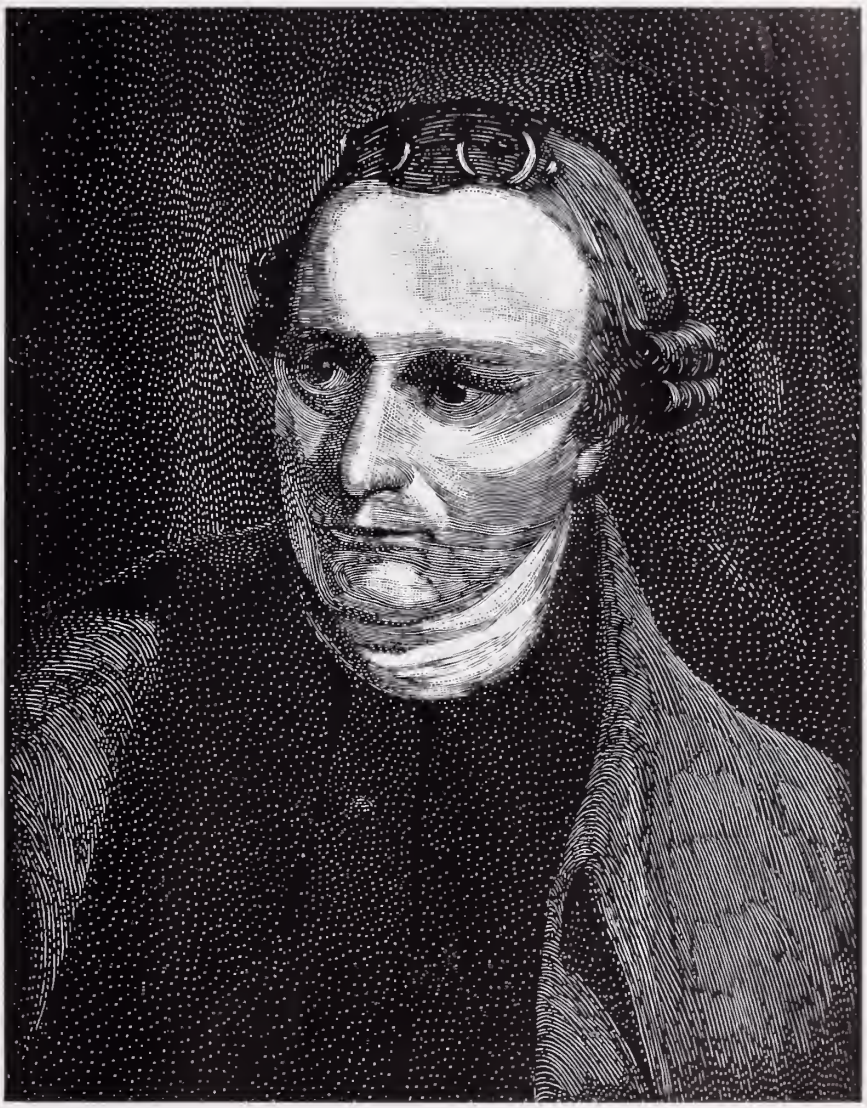

Whitley


Fuller

Lasting Impressions

"I have but one lamp by which my feet are guided, and this is the lamp of experience. I know of no way of judging the future but by the past."

Patrick Henry (1736-1799). American revolutionary leader whose mighty voice and pen helped forge the original colonies into one nation.



A host of long-time friends are using WWJ this fall—advertisers and agencies who come back again and again because experience tells them it's the thing to do. Detroit's pioneer radio station can always be counted on for intelligent, quality service, for exceptional audience loyalty, for results you can be proud of.
Ask your PGW Colonel for the complete WWJ story. It makes good listening—and good buying for lasting impressions.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

EDITORIAL



. . . a bright blush

THE RATINGS QUESTION

Most people are susceptible to acquiring a bright blush under the collar in given circumstances. And in the radio business, one of the surest ways to bring this condition about is to talk about ratings.

Whether you are on the station or agency side of the fence, the numbers game in radio is almost always accompanied by rising blood pressure.

In *Question and Answers* (p. 38), two agency timebuyers were asked, in effect, if ratings are the major considerations in deciding station preference.

These men made no attempt to conceal that buying "by the numbers" is practiced, although this is done with "judgment and qualification," as one states.

It is also declared that ratings are "a" consideration, but not necessarily "the" consideration.

THE REAL PROBLEM

The problem, however, for radio is this. With the rising number of stations in markets throughout the country, the battle for audience is keener than in any other medium.

U. S. RADIO's *Airwaves* reveals that an average of 15 to 20 new stations (am and fm) go on the air every four weeks.

A new station in a market is likely to create new, steady listeners of its own. But the chances are just as probable that the new station will be battling for a share of the existing pie.

Under this kind of competitive situation, many stations have staked out niches for themselves in a market through specialized programming—categorized in audience as to education, age, sex or race.

Assuming that a station through a special approach has in effect withdrawn itself from competing for the top three or four positions, how can it live with the battle for numbers?

THE REAL ANSWER

The most accurate answer to the problem is supplied in *Q & A* by a timebuyer who defends current rating factors because, he says, they are the only way to tell one station from another in most cases. This is his answer:

"If station men would have agency buyers pay greater attention to non-statistical factors, they must offer tangible evidence that their station is actually performing in a *distinctive* fashion. Unfortunately, rating reports give little clue as to the 'personality,' 'image,' or 'local acceptance' of a station.

"Therefore, it's up to the station salesmen and the representative to inform the buyer."

This can be accomplished by visits, factual mailings, promotion and tape recordings sent to the agency.

Agencies are open to much criticism for the lack of time and effort often expended in making the radio purchase. But on the other hand, stations, especially in today's multi-outlet situation, also have their call letters pinned to the tackling dummy for not engaging in a personal, distinctive selling effort to tell their story.

in

RADIO

you know where you're going with

STORER

The stations with the accent on sell... right through to merchandising and promotion. In short, we don't weigh you down with promises. We build you up with performance. That's why nearly every advertiser in radio is on Storer. With Storer you always know where your sales are going — definitely up!

Storer Broadcasting Company • National Sales Offices:
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WJW
CLEVELAND
Wonderful,
just Wonderful!
Tops in network—
Tops in local.
Call KATZ.

•

WJBK
DETROIT
WJBK • RADIO is Detroit!
Dominates out-of-home.
Captures in-home, too.
Call KATZ.

•

KPOP
LOS ANGELES
Covering the nation's
2nd largest market.

•

WGBS
MIAMI
50,000 watts • CBS
The most in
music, news, sports.
Call KATZ.

•

WIBG
PHILADELPHIA
The happy 50,000
watt station.
1st, by far—all ratings.
Call KATZ.

•

WSPD
TOLEDO
Takes only one to
take all Toledo. NBC.
Call KATZ.

•

WWVA
WHEELING
Only full-time CBS
network station in
Pittsburgh-Wheeling area.
50,000 watts • Call BLAIR.

SELL KANSAS CITY





America's 17th Market*...

with the TOPularity Stations

KMBC-TV CHANNEL 9

...reaches 36,316 more homes with Class "A" coverage than does its nearest competitor.

KMBC-TV is the *most powerful station* in its huge coverage area... 316,000 watts from its "Tall Tower"...serving 1,674,978 people!

KMBC-TV is the *most popular station* in the Kansas City market. High-rated, station-produced programs are liberally laced with an ever-growing number of sparkling ABC-TV shows destined to capture a *still greater majority* of the area's top network program ratings.

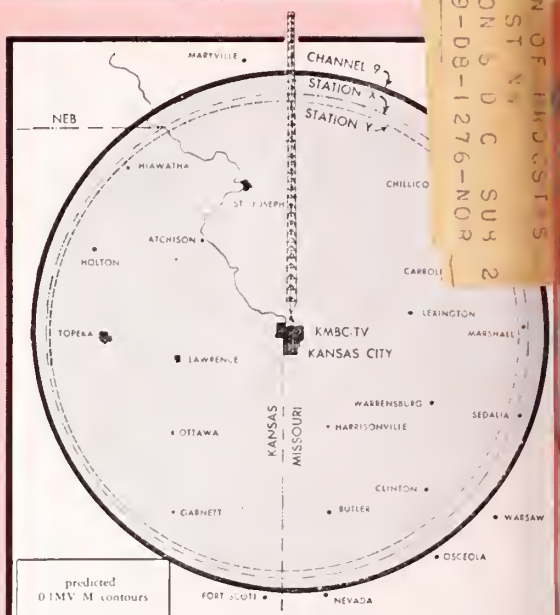
KMBC-KFRM RADIO

The Kansas City Trade Area Team

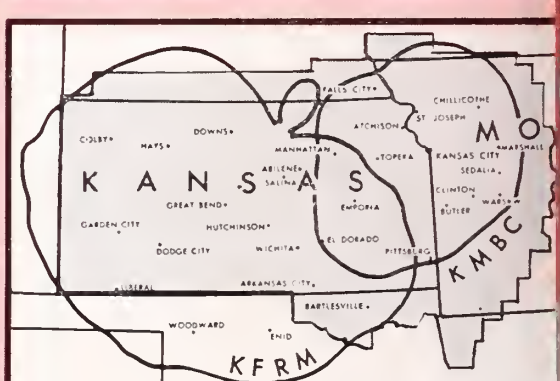
...serving the Kansas City Trade Area with twin transmitters and 10,000 watts power...blankets a prosperous area of four million population—western Missouri plus ALL of Kansas as a BONUS. You get KFRM *free* when you buy KMBC! Deftly balanced programing features the Midwest's TOPular broadcasting personalities. Their audience-oriented music, live news and sports, farm service and women's shows deliver terrific listenership and turn advertising impact into sales. Top personalities plus top programing with "the Top 10,000 Tunes" create TOPularity.



*Kansas City Metropolitan area has risen to 17th in the nation in TOTAL NET EFFECTIVE BUYING INCOME, according to *Sales Management* 1959 "Survey of Buying Power." (Kansas City has recently been rated by a national investment authority as having the *greatest growth potential of any city in the United States!*)



KMBC-TV's 0.1 mv contour covers approximately 25,500 square miles in rich western Missouri and eastern Kansas. Class "A" coverage from the 316,000-watt "Tall Tower" reaches 36,316 more homes than does its neorest competitor!



Nate how closely KMBC-KFRM 0.5 mv coverage fits huge Konsas City trade area (shaded) as defined by industriol economists of 10th District Federal Reserve Bank. Area's 1¼ million fomilies (obout 4 millian persons) possess buying power exceeding $6½ billion annuolly!

In Kansas City the Swing is to **KMBC-TV**

abc

Kansas City's Most Popular and Most Powerful TV Station

and in Radio the Swing Is to

KMBC *of* Kansas City—KFRM *for* the State of Kansas

with 10,000 Watts Power from Twin Transmitters



DON DAVIS, President
JOHN SCHILLING, Executive Vice Pr
GEORGE HIGGINS, Vice Pres. & Sale
ED DENNIS, Vice President
MORI GREINER, Television Manager
DICK SMITH, Radio Manager



PETERS, GRIFFI
WOODWARD, IN
Exclusive National Represent

- buyers and sellers of radio advertising

U.S. RADIO

ANNIVERSARY ISSUE

OCTOBER

1959

VOL. 3—NO. 10

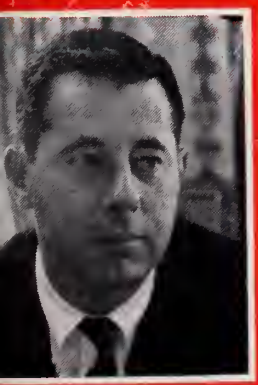
35 CENTS

O IMAGE
Do Advertisers
of Sound Medium?
page 41

SEHOLD HABIT
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dio Programming
page 48

TER-NUT DRIVE
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orth California Entre
page 52

NCY VIEW
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page 58



Ted Bergmann

Conti Test Campaign
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page 44



two minutes away...

WHY...

W

E A REASON...

MORE NATIONAL ACCOUNTS

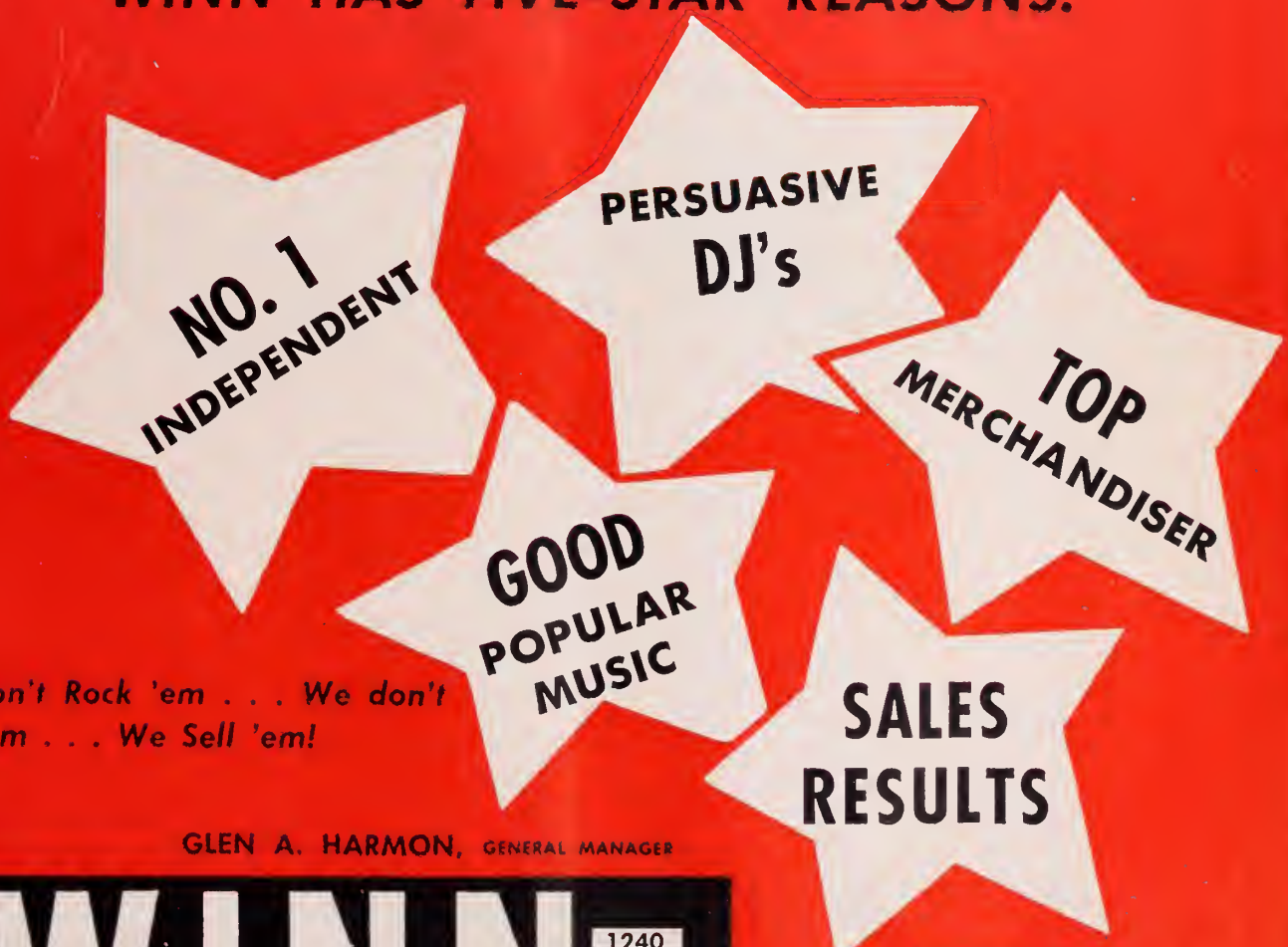
WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND

WINN HAS FIVE-STAR REASONS:



We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT

SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

This is the spot for a commercial



She has to keep her *eyes* on her mirror, but her *mind* is all yours! Multiply this receptivity by thousands of nightly pin-ups and millions of daily household duties . . . and you'll see why Spot Radio pays off BIG for advertisers.

KOB	Albuquerque	**WISH**	Indianapolis	**WRNL**	Richmond
WSB	Atlanta	**KARK**	Little Rock	**KCRA**	Sacramento
WGR	Buffalo	**WINZ**	Miami	**WOAI**	San Antonio
WGN	Chicago	**WISN**	Milwaukee	**KFMB**	San Diego
WFAA	Dallas-Ft. Worth	**KSTP**	Minneapolis-St. Paul	**KOBY**	San Francisco
WKMH	Detroit	**WTAR**	Norfolk	**KMA**	Shenandoah
WANE	Fort Wayne	**KFAB**	Omaha	**KREM**	Spokane
WSVA	Harrisonburg	**WIP**	Philadelphia	**WGTO**	Tampa-Orlando
KPRC	Houston	**KPOJ**	Portland	**KVOO**	Tulsa
		WJAR	Providence		

Radio Division

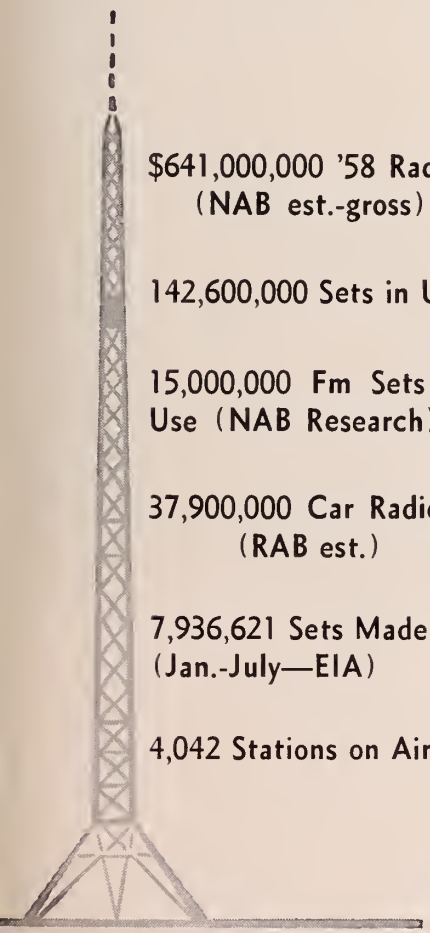
Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



Radio's Barometer



$641,000,000 '58 Radio (NAB est.-gross)

142,600,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

7,936,621 Sets Made (Jan.-July—EIA)

4,042 Stations on Air

Spot: According to the Federal Communications Commission's annual radio report on 1958 station and network operations, the total revenue from spot time sales covering national and regional advertisers was $171,939,000. This was a 1.4 percent increase over 1957. The report covered data from 3,197 stations. The total broadcast time sales for 1958 was $523.1 million, a one percent increase over 1957's $517.9 million.

Network: The total revenues from the sale of time alone for networks, according to the FCC, was $46,519,000. The four nationwide networks accounted for $42,786,000, an 8.7 percent decrease compared with 1957. Three regional networks, Yankee Network Inc., The Don Lee Broadcasting System and the Texas State Network Inc., accounted for $2,861,000, a 1.6 percent decrease, while other networks and station groupings accounted for $872,000, an increase of 8.7 percent over 1957.

Local: The total revenues from time sales through local advertisers and sponsors, according to the FCC, was $323,207,000 in 1958, an increase of two percent over the previous year.

Two stations—WINN Louisville, Ky., and WPBC Minneapolis—report sales increases. WINN states that during the first eight months of 1959, the station's national business was up 32 percent compared with 1958. Also, WINN's national business last month was up 55 percent ahead of September 1958. WPBC reports that this year it will gross three times what it grossed in 1956. The station states, for example, that June 1959 broke all previous sales records by more than doubling June 1958—with a 122 percent sales increase.

Stations: The number of am and fm stations on the air at the end of August totaled 4,042, an increase of 26 (18 am and 8 fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,406	636
Applications pending	478	61
Under construction	107	148

Sets: Total radio set production including car radios in July was 829,035; seven-month total was 7,936,621, according to the Electronics Industries Association. Total auto radio production for July was 254,725; seven-month total was 3,154,921. Total radio sales in July, excluding car radios, was 526,827 units; seven-month total sales were 3,685,708. Fm set production for July totaled 24,553. • • •

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



Looking to set new radio time sales records in your market? Using only *one* RCA Thesaurus commercial feature, KMA, Shenandoah, Iowa, hit new sales heights recently. Here's what Station Manager Anthony J. Koelker says about his Thesaurus experience: *"85,000 listeners* registered at sponsoring stores in 4-week SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR campaign ...86 *new* accounts... all delighted with results! Promotion made March 1959 *KMA's BEST BILLING MONTH IN TEN YEARS!"*

RCA Thesaurus will push *your* sales graphs up! Write for the complete Thesaurus details today.

RCA THESAURUS

155 East 24th Street • New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

for buyers and sellers of radio advertising

U.S. RADIO

OCTOBER - 1959 VOL. 3 - NO. 10

. . . IN THIS ISSUE . . .

What Do Advertisers Think of Radio? 41
An Analysis of What 25 Firms Think Of Programming, Effectiveness, Research

Can Radio Crack a Tv Agency? 44
Parkson Advertising Gives Sound A Chance to Sell Conti Shampoo

Housewives Listen, Too 48
Market Planning Study for H-R Shows Housewives are Loyal Radio Fans

Butter-Nut Tries Radio Welcome 52
Hits Heavily With Sound in Introducing Coffee Line to Northern California

Merely a Legal Necessity? 56
Westinghouse Conference Shows Radio How Public Service Boosts Business

Agencies and Public Service 58
Agencies Comment on Role Public Service Can Play as Advertising Vehicle

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	68
BPA Memo	72	Report on Fm	85
Commercial Clinic	67	Report from Networks	82
Editorial	92	Report from RAB	76
Focus on Radio	60	Report from Representatives	78
Hometown U.S.A.	63	Silver Mike	33
Letters to Editor	34	Soundings	7
Names and Faces	90	Station Log	70
Radio Registers	74	Time Buys	8
Radio Research	89	Washington	15
Report from Agencies	80		

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Seymour Weber — *Office Manager*
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San Francisco 11, SUtter 1-4583

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BPA

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Accepted as controlled circulation publication at Baltimore, Maryland.

51.7%

of the total automotive gross sales are made in the KEYSTONE COVERAGE AREA!

● Eighteen and one half BILLIONS of DOLLARS in automobiles and accessories are purchased in areas covered by Keystone stations.

We'll be happy to send you our just completed KEYSTONE AUTOMOTIVE STUDY and our latest STATION LIST. Write to our nearest office:

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington St.	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STate 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

DETROIT Penobscot Building

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.





Does Hooper tell Pulse? Look for yourself at their July-August reports... and see that both services agree on the smashing, significant and colorful increase in the KEWB "Big Bay Radio" audience.

So buy KEWB first... and be big in the Bay Area.

CHANNEL 91 BIG BAY RADIO KEWB

Bermuda Building • 2150 Franklin • Oakland 12, California • EX 7-2891 • TE 6-0910

ROBERT M. PURCELL, president MILTON H. KLEIN, general manager

THE KATZ AGENCY, INC., national sales representatives

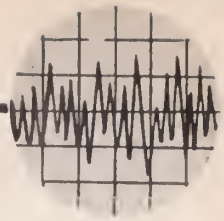
A Service of Crowell-Collier

KEWB *Channel 91 San Francisco Oakland*

KFWB *Channel 98 Los Angeles*

ROBERT M. PURCELL *President and General Manager*

soundings



Radio a "Ladies' Medium," Research Reports Indicate

A sound grip on the woman listener, as evidenced by two recent studies, is giving radio increasing stature with agencies and advertisers who may have relied heretofore on sight appeal to sell the ladies' market. A report by Market Planning Corp., subsidiary of McCann-Erickson, and a recent survey of the Family Advisory Staff, research adjunct to J. Walter Thompson Co., point up radio's strong appeal for the gentle sex (see *Housewives Listen, Too,* p. 48). Matching market potential to radio's female audience profile, Parkson Advertising Agency is departing its tv-dominated tradition to sample the sound medium for Conti shampoo (see *Can Radio Move In on a Tv Agency?* p. 44).

Fm Has Advertiser Plan To Raise Fm War Chest

The newly-established National Association of Fm Broadcasters has formulated a special plan to raise a minimum of $250,000 for research and sales promotion. Each of the more than 75 members has agreed to turn over three spots a day, seven days a week, to a national advertiser for six months or more. The revenue from this would go to the fm war chest. (See *Report on Fm,* p. 85.)

Teenage Market Seen As Big Sales and Radio Potential

The 18 million teenagers in America today represent about $10 billion in sales annually, according to a Radio Advertising Bureau report that quotes from a *Life Magazine* study. RAB adds that, based on a Pulse study conducted for the bureau, "some 97.5 percent of teenagers listen to radio every week." By 1970, the *Life* analysis states, the teenage market should top $20 billion.

Box Looks Ahead To Radio's Future

A sharp reduction in "top 40" programming in the next two years is predicted by John Box, managing director of the Balaban Stations. In two speeches last month, he said, "As the battle of the alikes become more furious, stations with the broadcast appeal and audience loyalty will emerge dominant." He called for more advertising and promotion to make media group heads and advertising directors aware of radio.

Butter-Nut Coffee Takes Radio For North California Entre

Already a steady radio user primarily in the Midwest, Butter-Nut Coffee, through D'Arcy, St. Louis, has moved into the northern California area with "sound" advertising support (see *Welcome Mat of Sound,* p. 52). An example of the way stations are promoting the campaign is a report from KYA San Francisco which says it is taping dealer welcomes that follow the Butter-Nut commercial.

AIMS' Fall Meeting Sees Upward Climb in Business

The annual fall meeting of the Association of Independent Metropolitan Stations, held in New York, showed that its members have seen an upward trend in business for the past six months, both local and national. With 22 stations in attendance, the group concerned itself with the question, "What impression do we leave with the listener?" A "quiet movement" was observed in favor of the bigger sound in musical programming. Roy Albertson, WBNY Buffalo, N. Y., was elected chairman for the coming year, and Bill Hughes, CKNW New Westminster, Canada, was named vice chairman.



time buys

American Heritage Publishing Co.

Agency: *Joe Gans & Co., New York*

Product: AMERICAN HERITAGE MAGAZINE

The literary listener is the object of this publication's radio schedule, which started last month and is expected to continue through the winter on am and fm "good music" stations in about 30 markets. Two stations are being used in each market.

American Tobacco Co.

Agency: *Sullivan Stauffer, Colwell & Bayles Inc., New York*

Product: PALL MALL CIGARETTES

Taking a deep breath of air time, this smoke starts a 13-week radio schedule the middle of this month. The campaign is reportedly a heavy one, using stations in major markets. Fred Sprautenburg is timebuyer.

Bakers Franchise Corp.

Agency: *Mogul Williams & Saylor Inc., New York*

Product: LITE-DIET BREAD

A high volume of radio is on the menu until late November for this product, which is using 15 to 30 announcements a week over 150 stations throughout the country. A new jingle is being utilized "extensively" for the one-minute and 30-second spots. Lynn Diamond is timebuyer.

Champion Spark Plug Co.

Agency: *J. Walter Thompson Co., New York*

Completing the circuit with the concluding flight of its 1959 radio campaign, this company is on the air as of October 12 with light to medium frequencies in about 50 markets. The eight-week schedule is the second half of a 17-week buy which started last March, then took time out from May through September. Bob Gorby is timebuyer.

d-Con Co.

Agency: *The Thompson-Koch Co., New York*

Product: MOUSE PRUFE

Supplementary to network buy on Mutual, a 13-week spot schedule starts this month in about 30 markets. Approximately three announcements a week are being used over stations with "area coverage" to reach suburban households most likely to be prey to mice. Bob Hall is timebuyer.

d-Con Co.

Agency: *The Thompson-Koch Co., New York*

Product: RODENTACIDE

After time out for summer, this product is back on farm radio as of late last month with a schedule to finish out the year. Broadcasts are heard in 125 farm markets according to schedules which vary according to the locale. Bob Hall is timebuyer.

Ford Motor Co.

Agency: *J. Walter Thompson Co., New York*

Products: TRUCKS, DEALER ADVERTISING

Taking a short but heavy haul on radio, Ford is advertising its trucks via the air medium in approximately 50 markets. The run, which started October 7, will continue for one to two weeks, depending on the station, with varying frequencies. Considerable radio activity on behalf of the Ford Dealer Advertising Association is reported by the agency, with differing schedules from one district to another among the 35 which participate in the mutual pooling of advertising funds. Down the line, there is evidence of big radio spending by Ford. Timebuyer is Bob Gorby.

(Cont'd on p. 10)

NEW 5000-WATT AM TRANSMITTER



Type BTA-5R/5R1

INTRODUCES ADVANCED SILICON HIGH VOLTAGE RECTIFIERS

The compact BTA-5R/5R1 is available with a choice of tube rectifiers or new long-life silicon rectifiers. Only two tuning controls make this transmitter ideal for reliable remote control operation. Instantaneous Conelrad frequency switching is also available. Vertical chassis construction provides easy front and rear access to all components.

Silicon rectifiers, tested in a pre-production model of the BTA-5R1, were subjected to aging, estimated to be equivalent to 20 years, while the remaining portions of the transmitter also met severe tests. All of them proved the ability of these transmitters to perform over long periods under adverse conditions. The reliable silicon type of rectifier is ideal in remote control applications. The transmitter will operate within ambient temperatures from −4 to +113 degrees F. and to 7500 feet above sea level.

A unique exciter features plug-in crystal oscillators (this is the exciter proved in the BTA-500R/1R). Three switchable crystal positions are provided for: (1) an operating crystal, (2) a spare on the main channel, and (3) provisions for optional instantaneous Conelrad switching. High-fidelity performance is assured with the new 3X3000 F1 modulator tubes that *do not draw grid current* to modulate the two long-life 5762 PA tubes. Overall AF response is ±1.5 db from 30 to 10,000 cycles.

For further information about these and other transmitters, call the nearest RCA Broadcast representative. Or write to RCA, Dept. Z-337, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

OUTSTANDING FEATURES

- Built-in provision for remote control
- Unique exciter with plug-in oscillator
- Instantaneous Conelrad frequency switching (optional)
- Silicon rectifiers (optional)
- Only two tuning controls
- High fidelity performance

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY



GET UNDER THE SURFACE . . .

for market facts in the San Antonio area:

The cost per 1000 is lower on KONO radio . . . per 1000 men . . . per 1000 women . . . per 1000 families.

For facts and figures call your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC

KONO Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

time buys

(Cont'd from p. 8)

General Motors Corp., Fisher Body Div.

Agency: *Kudner Agency Inc., New York*

Product: AUTOMOBILE BODIES

Taking shape for a follow-up on the new car announcements is a radio drive emphasizing GM's automotive underpinnings. The campaign starts the end of November for two weeks in about 100 markets, with a maximum of 100 and a minimum of 20 announcements per market. One-minute and 30-second spots are being used. Mal Murray is timebuyer.

General Telephone System, Sylvania Div.

Agency: *Kudner Agency Inc., New York*

Product: TELEVISION SETS

The one-eyed temptress will get a "sound" selling on radio in a campaign starting the end of this month and continuing for six weeks in selected markets. Approximately 30 announcements a week per market will be used. Mal Murray is timebuyer.

Harper & Brothers

Agency: *Joe Gans & Co., New York*

Product: HARPER'S MAGAZINE

Warming up to cold-climate radio, the magazine is airing a winter campaign over Canadian and Alaskan stations as well as those in 45 markets south of the 49th parallel. The campaign started last month, is using two stations per market in the lower latitudes. An "adult, serious-minded audience" is the target; advertising strategy calls for an expansion to the north of the publication's "sphere of influence."

King Merritt & Co.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: MUTUAL FUNDS

Attuning itself to radio, the firm will begin later this month the sponsorship of a 15-minute program to be aired in markets where it has offices. An investment securities house, it is reported to have nation-wide coverage. Larry Butner is timebuyer.

Kiplinger Washington Editors Inc.

Agency: *Albert Frank-Guenther Law Inc., New York*

Products: CHANGING TIMES, WASHINGTON LETTER

Resuming its radio voice as of last month, the firm is back on the air until mid-December with its weekly 15-minute business-news program. The schedule is placed in about 35 markets on a short-term basis in some, with extensions pending if response is high. Marilyn Schiels is handling the timebuying.

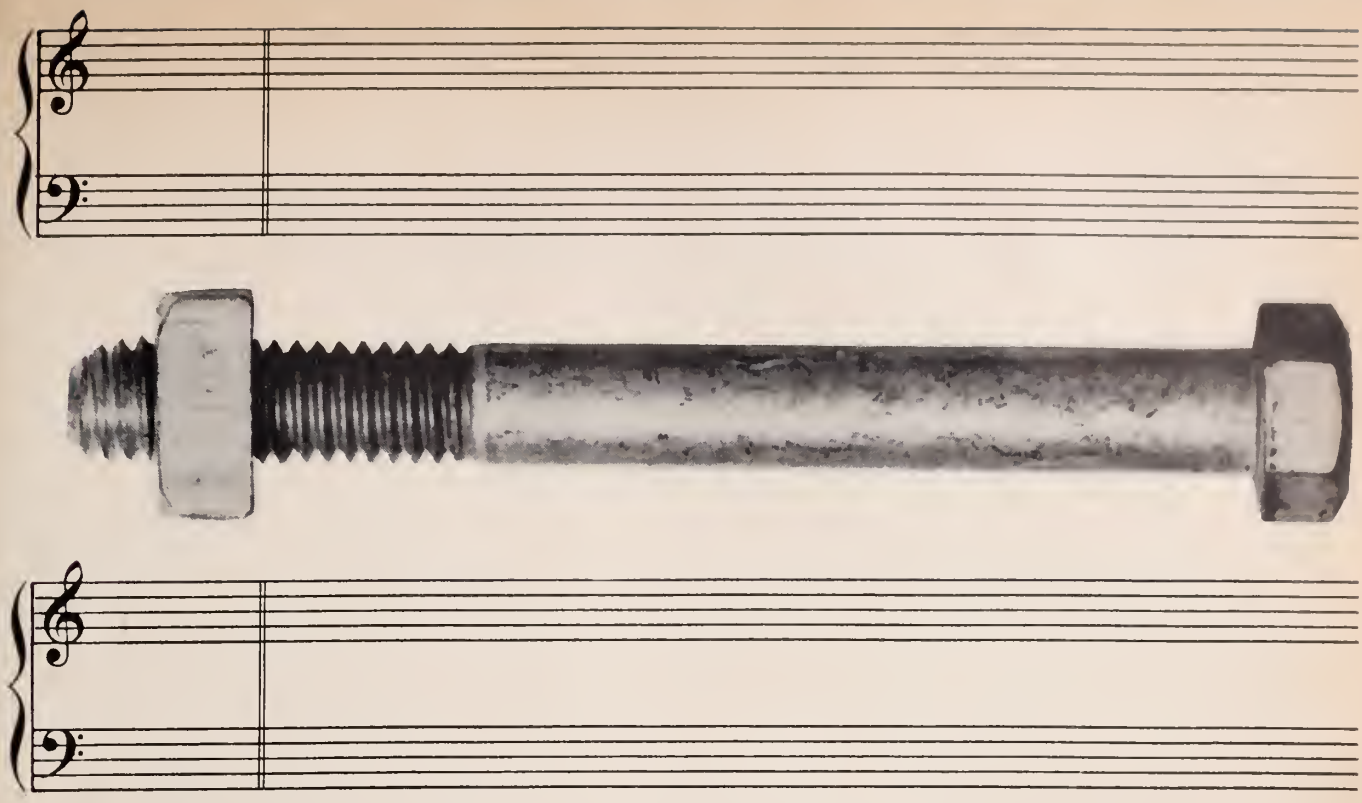
V. LaRosa & Sons

Agency: *Hicks & Greist Inc., New York*

Product: MACARONI & PREPARED FOODS

On the air with a fall campaign for its Italian specialties, the company is broadcasting 248 one-minute announcements per week over 29 stations in 12 markets. Aimed at the housewife, the aerial messages are timed between 7 a.m. and 7 p.m. The drive continues until the first of the year, possibly longer. Timebuyer is Vince Daraio.

(Cont'd on p. 12)



It's what's between the music that counts!

"The Nuts and Bolts of Radio," by George Skinner,
The Katz Agency's Director of Radio Programming Services, could easily have been titled "It's What's Between The Music That Counts."

For this book discusses in detail *all* the elements that go into the creation of a successful station "sound image": what they are and how to make them work.

Because we believe that effective programming patterns should not be locked in vaults but should be passed around for the improvement of the medium as a whole, The Katz Agency is making "The Nuts and Bolts of Radio" available, upon request, to all those in the business of radio broadcasting and advertising.

THE KATZ AGENCY INC

RADIO DIVISION

NEW YORK · CHICAGO · DETROIT · LOS ANGELES
DALLAS · ATLANTA · ST. LOUIS · SAN FRANCISCO



KBIG provides an *atmosphere of believability*. It's a refreshing oasis from irritating pitches, frenzied music, over-crowded spots. Advertising stands out... gains the confidence of higher income listeners (Pulse). To sell a *91% adult* audience (Pulse) in 234 Southern California markets, plant your campaign on KBIG. America's leading advertisers are moving to the perfect "climate" that makes sales grow... for an average of 71% *less* cost than stations with comparable coverage.

Use Radio Catalina for all Southern California

740 kc/10,000 watts



KBIG

The *refreshing sound* of radio

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205

NATIONAL REPRESENTATIVES: WEED & CO.

time buys

(Cont'd from p. 10)

Liggett & Myers Tobacco Co.

Agency: *McCann-Erickson Inc., New York*

Product: DUKE CIGARETTES

As the smoke spreads, Duke's radio coverage is expanding across the country in an intensive campaign that includes at present about 16 markets. What started September 21 as a month-long drive may extend for a short or long run, depending on results in given markets. The schedule calls for from 100 to 300 announcements per week per market. Gini Conway is timebuyer.

Mentholatum Co.

Agency: *J. Walter Thompson Co., New York*

Product: COLBAN COLD REMEDY

It's still a question whether spot or network radio will be used later this month in a campaign about to break for the product—but radio in one form or another is sure. Joseph Stone, vice president and copy group head, has created the jingle which will be used on the sound medium. Peg McAulay is timebuyer.

Salada-Shirriff-Horsey Ltd.

Agencies: *Leo Burnett Co. of Canada Ltd., Vickers & Benson Ltd. of Montreal*

Products: TEA, FOOD ITEMS

Local daytime radio in Canada has been designated by the parent firm in Toronto as a major advertising vehicle for its impending campaign. A company record of $2,000,000 is reported set for the total advertising budget for the Canadian operation in the next 12 months, with an estimated $250,000 allotted to its instant mashed potato product. Prospects for radio for S-S-H in the United States are still up in the air; specific media plans await Doyle Dane Bernbach's assumption of duties for its new client on October 15.

Standard Brands Inc.

Agency: *J. Walter Thompson Co., New York*

Product: CHASE AND SANBORN COFFEE

A coffee-break in radio is scheduled for October 19, when five weeks of aerial time in 40 markets will commence. About 12 announcements will be used per market each week, aimed to catch the housewife's ear (see *Housewives Listen, Too,* p. 48). Carrie Senatore is timebuyer.

Sterling Drug Inc., National Brands Div.

Agency: *The Thompson-Koch Co.,* New York

Product: MIDOL TABLETS

A six-week extension of this radio plan goes into effect this month for the pain killer. The revised schedule will run into the latter half of November in about six markets. Timebuyer is Bob Hall.

Studebaker-Packard Corp.

Agency: *D'Arcy Advertising Co., New York*

Product: LARK

On the wing aerially as of October 15, advertising for the new model will be broadcast in approximately 1,200 markets over about 1,250 stations, averaging 10 announcements a week per station. This is the third such radio campaign Lark has conducted this year. Fran Velthuys is timebuyer.

Ward Baking Co.

Agency: *Grey Advertising Agency Inc., New York*

Product: TIP TOP BREAD

More than 65 markets are "on the spot" with radio for a campaign which started late last month over multiple stations per market. Frequency of announcements is "heavy," duration of the buy is not disclosed. Mary Lou Benjamin is timebuyer.



"Listen to this, Bill", said the WeeReBeL as he sat on the desk to chat with Bill Hinman, Lambert & Feasley, Inc., New York.



Have you heard what the WeeReBeL said to Lambert & Feasley?

"We're a combination hard to beat..."

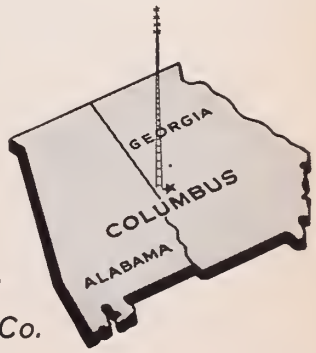
Metropolitan Columbus, Georgia is the *25th market* in the U. S. for per family income ... over a million people can watch *us* in our 47 county coverage area ... WRBL-TV and WRBL Radio are the stations that consistently pay off for advertisers. CALL HOLLINGBERY for top ratings, rate details ... package plans ... market data ... programming information ... penetration data ... and *prime availabilities.*

WRBL

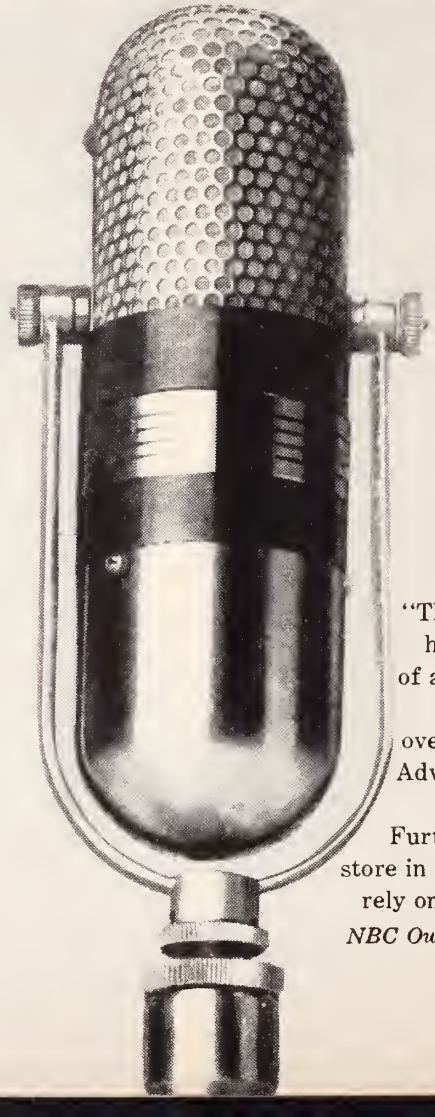
TV-CHANNEL 4 • RADIO-5000 WATTS

COLUMBUS, GA.

Represented by George P. Hollingbery Co.



SAFE AND SOUND WAY



"The 'Sound of Quality' on WRC Radio
has been a most successful medium
of advertising for Safeway's quality products
in the Washington market for
over a decade." (signed) Burton R. Warner,
Advertising Manager, Safeway Stores Inc.
Washington, D.C.

Further proof that there are greater sales in
store in the nation's capital for advertisers who
rely on the "Sound of Quality" on WRC

NBC Owned—980 in Washington, D. C.

Sold by NBC Spot Sales



Chairman Doerfer Cites Limitations of FCC Power

Seeking to find new ways and means to increase and improve public service programs, one must ask, according to John C. Doerfer, chairman of the Federal Communications Commission, "by whom should improvements be made and how?"

Speaking at the third annual Public Service Programming Conference, sponsored by the Westinghouse Broadcasting Co. at Palo Alto, Calif., Chairman Doerfer told broadcasters that "we must all be candid and admit certain realities. One of the most important is that the FCC does not have quite as much power as many people believe—and well that it does not." (See *Legal Necessity or Boost for Business?*, p. 56.)

One of the factors limiting the commission's over-all power is the current reviewing method at renewal time. The present program-reporting forms, states Chairman Doerfer, are not entirely satisfactory. "They are designed to give more of a quantitative analysis than a qualitative report." This creates a problem for the renewal staff because of the difficulty in writing precise and easily understood definitions or standards as to what constitutes public service or public affair programs.

Essence of Program Determines Public Service

According to Chairman Doerfer, "It is the essence of the program or its predominant characteristic which should govern its classification" as a public service program. He says that although most of the programs may be sustaining programs—furnished at the broadcasters' own expense —it would not be fair to deny broadcasters a public service credit merely because they were sponsored or paid for by others, including advertisers.

Another misleading factor concerning the FCC's control is its monitoring of programs. Contrary to popular belief, states Chairman Doerfer, "the commission does not have any of its staff monitoring broadcasting programs for the purpose of classifying them into various categories . . . let alone evaluating them into good, bad, indifferent, or out-of-balance programs."

The American people, he states, want their broadcasting stations, as well as their movies, churches and newspapers," outside the pale of government operation and the over-weening chaperonage of government regulation. And I am quite in tune with that sentiment." Therefore, all that the FCC does regarding past programming is to attempt to evaluate, upon a statistical base, the over-all programming of station licensees at renewal time.

Regulating Programming Lacks Statutory Directions

The extent of the power of the commission to regulate programming is frequently cast in doubt, says Chairman Doerfer. Except for "proscription against obscenities, indecencies, profanities and lotteries, there are not specific statutory directions."

(Cont'd on p. 16)

WKLO
LOUISVILLE

Before you buy, check

grand new, brand new

WKLO

with three times as many listeners as one year ago.*

In Louisville it's the trend, friend.

All details yours for asking your nearest Robert E. Eastman office, or Bill Spencer, WKLO.

*Trendex—August '59-'58

SOLD NATIONALLY BY:

robert e. eastman & co., inc.

There are a number of lower court decisions which have upheld the FCC's actions in refusing to grant licenses and, according to Chairman Doerfer, one Supreme Court decision —National Broadcasting Co. versus United States, in 1943—stated that the commission is more than a traffic cop "policing the wave lengths to prevent stations from interfering with each other. But the act does not restrict the commission merely to supervision of the traffic. It puts upon the commission the burden of determining the composition of that traffic. The facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised for choosing from among the many who apply."

Aside from such instances, Chairman Doerfer states, no cases have actually decided that the FCC has direct legal power to draw distinctions between different kinds of ordinarily acceptable programming. "For example, can we tell a licensee that he must program all, or part, of his presentations a little above the cultural level of the masses so as to raise their tastes? . . . Can we *compel* the broadcasting of programs for minority groups of various cultural or intellectual levels?"

Refusing License For Programming Is Rare

When the commission refuses to renew a license on programming grounds, states the chairman, "it must give some reasonable and logical reason. . . . I am aware of only about one-half dozen court cases, apart from those termed comparative cases, in which the court upheld the commission in exercising a modicum of power over programming."

Chairman Doerfer states that "I have no way of knowing what test the court would approve in a case in which the precise issue is whether a program format by a licensee, not in a comparative case, lacked balance, or adequate public service programs. . . . But I do suggest the problem to be a formidable one for a governmental regulatory agency."

• • •



WHDH-Radio reaches an audience of over one million five hundred thousand families. On the following pages is an IMAGE STUDY of more than one million unduplicated families who listen to 50,000 Watt WHDH every week.

This is a New Era of Radio.

There are now three radios for every family in the United States — car radios in seven out of ten automobiles — ten million portable radios — a staggering total of 146,200,000 radios that reach an audience EVERYWHERE.

Yet in this New Era of Radio there is a vast difference among radio stations. It is a measurable difference. It is a difference that is the result of management, programming, personnel and attitude. It is a difference that attracts a different audience to different stations. It is a difference of tremendous importance to advertisers. To measure this difference and to determine the character of the WHDH audience, Pulse, Inc. has recently completed an Image Study Of The New England Radio Audience.

The study was conducted in the WHDH 25 county coverage area where during the past seven years 663,800 Pulse interviews have been completed. These interviews have consistently shown WHDH to have the largest audience of any New England station.

It was this area that formed the basis of the recent WHDH study "Radio's Five Years Of Great Change" published in the summer of 1958. The extensive interest in our original research was the determining factor in our decision to further "Probe In Depth" the character of the more than one million five hundred thousand families who listen to WHDH. Of the 8,000 families surveyed in the 1959 WHDH area study, a representative sample of 1,000 men and women 15 years of age and older were interviewed in depth. This research was undertaken to answer the question generally asked as to what kind of people listen to any given radio station. The results of this study, the first of its kind ever undertaken, are shown on the following pages.



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

469,800

SPEND MORE THAN



EVERY WEEK FOR FOOD

Q HOW MUCH MONEY DID YOU (YOUR WIFE, LADY OF THE HOUSE) SPEND FOR FOOD AND GROCERIES IN THE PAST SEVEN DAYS?

	WHDH	*AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Less than $21.00	**252,200**	214,900
$21.00 to $29.00	**319,900**	219,980
$30.00 to $39.00	**297,900**	183,360
$40.00 & Over	**171,900**	98,200
$30.00 & Over	**469,800**	281,560

* WBZ — WCOP — WEEI — WMEX — WNAC

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEE

632,400

MAINTAIN CHARGE OR CREDIT ACCOUNTS IN DEPARTMENT STORES

Q SOME PEOPLE FIND IT MORE CONVENIENT TO USE CHARGE ACCOUNTS TO PAY BILLS BY THE MONTH WHILE SOME PEOPLE PREFER TO PAY FOR EACH PURCHASE AT THE TIME THEY BUY. DO YOU, OR ANY MEMBER OF YOUR FAMILY HAPPEN TO HAVE A CHARGE ACCOUNT OR CREDIT PLAN IN ANY DEPARTMENT STORE?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Have an Account	632,400	382,200



518,900

MAINTAIN A CHECKING ACCOUNT



Q DO YOU HAVE A CHECKING ACCOUNT?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Have Checking Account	518,900	278,380

286,500

OWN STOCKS AND BONDS



Q SOME BIG CORPORATIONS PRIDE THEMSELVES IN KNOWING HOW MANY AMERICANS OWN STOCK IN THE COMPANY. DO YOU, OR THE HEAD OF THE FAMILY OWN STOCKS OR BONDS OR SECURITIES IN ANY COMPANY?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Owner	286,500	158,620

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

542,800

EARN $5,000 A YEAR OR MORE



Q WHAT IS THE TOTAL AMOUNT OF YOUR ENTIRE FAMILY INCOME A YEAR? THAT IS, THE SALARIES OF ALL THE WORKING MEMBERS AND THEIR INCOME SUCH AS INVESTMENTS AND BUSINESS OPERATIONS.

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Less than $2,000	28,100	28,700
$2000 to $2999	77,100	64,600
$3000 to $4999	362,600	297,840
$5000 to $7499	368,800	239,260
$7500 or More	174,000	68,580
$5000 & Over	542,800	307,840

433,400

OWN THEIR OWN HOME

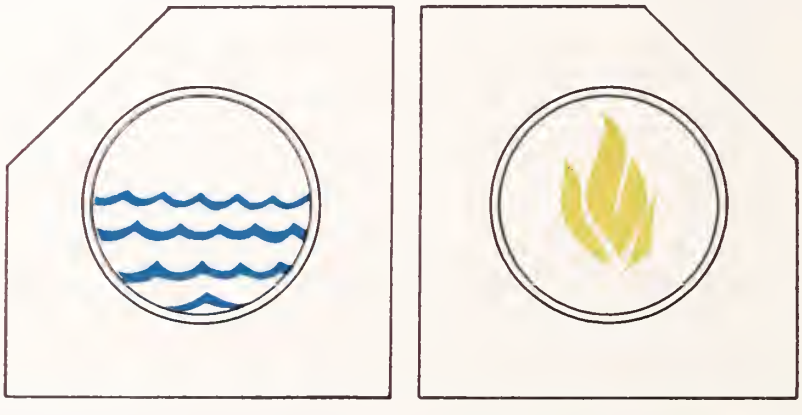
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Home Owner	433,400	297,020



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

838,800

OWN EITHER AN AUTOMATIC WASHER OR DRYER OR BOTH



Q DO YOU HAVE IN YOUR HOME OR APARTMENT:

(A) AIR CONDITIONING (CONDITIONER)?
(B) FREEZER?
(C) DISHWASHER?
(D) WASHING MACHINE?
(E) LAUNDRY DRYER?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Air Conditioning	12,500	5,260
Freezer	57,300	32,860
Dishwasher	37,500	23,640
Washing Machine	712,700	461,680
Laundry Dryer	126,100	66,840

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

826,200

OWN THEIR OWN AUTOMOBILE

Q DO YOU, OR ANY MEMBERS OF YOUR FAMILY, OWN AN AUTOMOBILE?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Have Automobile	**826,200**	484,280



491,600

BOUGHT THEIR CAR NEW

Q WAS IT BOUGHT NEW OR USED?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
New	**491,600**	243,540
Used	**334,600**	240,740

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

322,200

OWN A 1956 MODEL AUTOMOBILE OR NEWER



Q WHAT YEAR MODEL?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
1958-1959	**101,600**	56,280
1956-1957	**220,600**	97,100
1954-1955	**166,900**	119,820
1952-1953	**142,900**	101,360
1950-1951	**125,600**	64,220
1949 & Under	**68,600**	45,500
1956-1959	**322,200**	153,380

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

516,800

TRAVELLED ON THEIR VACATION



Q DID THE HEAD OF YOUR FAMILY (OR YOU — IF THE HEAD IS INTERVIEWED) TAKE A VACATION OR PLEASURE TRIP ANYTIME LAST YEAR, 1958 (EXCLUDING WEEKENDS)?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Made Vacation Trip	**516,800**	317,780

114,200

SPENT MORE THAN $500.00 ON THEIR VACATION

Q ABOUT HOW MUCH DID THE ENTIRE TRIP COST?

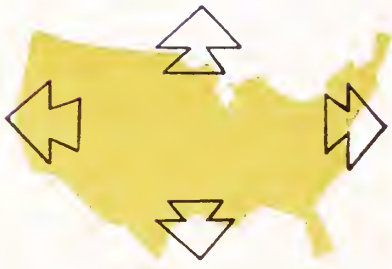
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
$200.00 to $499.00	**104,400**	87,820
$100.00 to $199.00	**129,200**	79,480
Under $100.00	**126,100**	88,400
Not Reported	**42,900**	19,900
$500.00 & More	**114,200**	42,180



Of The More Than One Million Unduplicated Families Who Listen To WHDH Every Week

116,300

TRAVELLED BEYOND THE CONTINENTAL LIMITS OF THE UNITED STATES



Q WHERE DID YOU (HE) GO?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Massachusetts	116,300	65,360
Other New England	189,700	128,160
Other Travel Within Continental Limits	125,600	100,180
Beyond Continental United States	116,300	35,500

Q HOW DID YOU (HE) TRAVEL?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Auto	393,800	228,840
Railroad	21,700	29,340
Plane	80,100	41,160
Bus	24,800	12,020
Ship	12,400	9,760



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

854,400

HOUSEWIVES DO NOT WORK AND ARE AT HOME



Q DOES THE HOUSEWIFE (LADY OF THE HOUSE) GO TO WORK OR BUSINESS?

Employment	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Full Time	107,300	62,280
Part Time	80,200	47,020
Not Employed	854,400	607,120

780,400

HOUSEWIVES ARE LESS THAN 50 YEARS OF AGE



	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Under 25	49,000	38,000
25 to 34	276,100	152,420
35 to 49	455,300	300,880
50 & Over	261,500	225,100

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

590,800

HAVE CHILDREN 11 YEARS OF AGE OR YOUNGER



Q HOW MANY CHILDREN IN YOUR FAMILY ARE 11 YEARS AND YOUNGER?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Younger Children	590,800	356,040
No Younger Children	451,100	360,380
Number of Children		
One	179,000	123,820
Two	199,700	120,860
Three & More	212,100	111,360

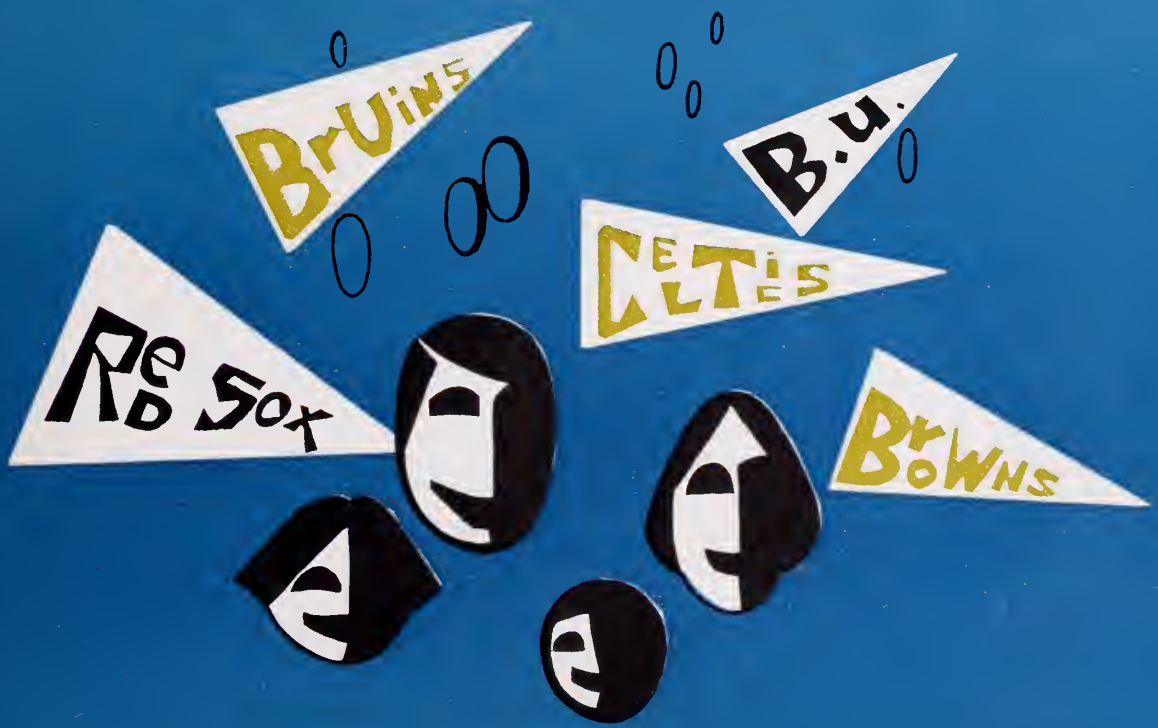
OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

461,600

REGULARLY OR OCCASIONALLY ATTEND SPORTING EVENTS

Q DO YOU GO TO SEE SPORTING EVENTS SUCH AS BASEBALL, FOOTBALL, BOXING, HOCKEY, BASKETBALL, ETC?

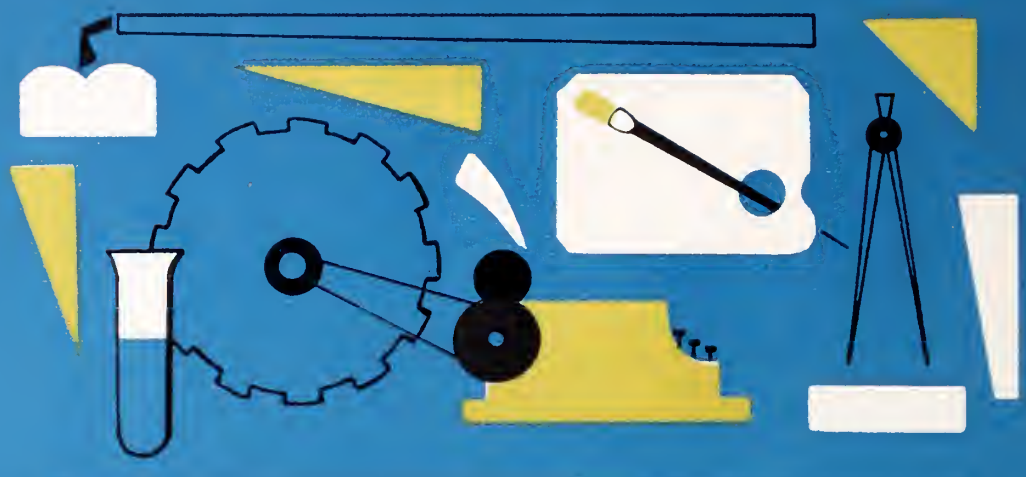
	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Regularly	**89,600**	30,620
Occasionally	**372,000**	199,320
Seldom	**506,400**	346,760
Never	**74,000**	139,700



OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

405,300

ARE EMPLOYED PROFESSIONALLY— SEMI-PROFESSIONALLY— AS AN EXECUTIVE OR CLERICALLY



Q WHAT KIND OF WORK DOES THE HEAD OF THE FAMILY DO?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Professional & Semi-Professional	122,900	64,860
Executive, Proprietor, Manager	107,300	51,060
Clerical & Sales	175,100	104,460
Craftsmen	181,300	137,560
Operators & Manual	199,000	142,780
Service Worker	64,600	53,780
Farmer, Farm Work	12,500	9,860
Police & Military	12,500	18,280
Retired, Student, Unemployed	122,900	108,880
Not Reported	43,800	24,880
Professional, Semi-Professional, Executive & Clerical	405,300	220,380

OF THE MORE THAN ONE MILLION UNDUPLICATED FAMILIES WHO LISTEN TO WHDH EVERY WEEK

725,100

ARE GRADUATES OF HIGH SCHOOL OR BEYOND

Q WHAT WAS THE LAST GRADE IN SCHOOL OF THE HEAD OF THE FAMILY?

	WHDH	AVERAGE OF THE NEXT FIVE LEADING BOSTON STATIONS
Some Grade School Or Less	**55,200**	57,620
Grade School Graduate	**58,300**	87,280
Some High School	**203,200**	178,500
High School Graduate	**528,200**	294,220
College & Beyond	**196,900**	98,780
High School Graduate, College & Beyond	**725,100**	393,000



CONCLUSION

For more than a decade WHDH has conducted all facets of its broadcasting business in an effort to reach the largest, most responsible audience possible. We feel the results of the Pulse Image Study shown on the preceding pages have borne out the success of this endeavor.

To an advertiser, WHDH offers not only the LARGEST radio audience in New England but a more mature, dynamic audience with money to spend and the desire to live better. The WHDH audience buys new products, takes pride in its ownership of homes and cars, travels, enjoys sports, and forms a responsible, receptive audience to radio advertising.

Represented Nationally
By
John Blair and Company

the *Silver Mike*





THIS MONTH:

JOHN R. BOWERS

Car Advertising Manager
Ford Division, Ford Motor Co.

Radio 'Ideal' for Introducing New Automobile Line for Fall

Young man with a "driving" impact on radio is John R. Bowers, car advertising manager for the Ford Division of the Ford Motor Co. The recommendations of this 39-year-old executive have been an important factor in boosting the parent company's name to the head of the list as a radio advertiser—spending an estimated $3,250,000 in spot alone for the first half of this year.

"The immediacy of radio is ideally suited for new car announcements," Mr. Bowers says. "This medium gets to people fast."

Bear in mind, he adds, that local dealers place considerable emphasis on radio, too, turning up cumulatively perhaps more spot money for the medium than the Dearborn plant itself.

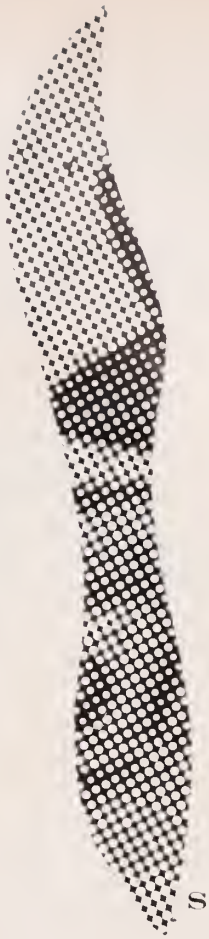
Two years ago, when Mr. Bowers joined the automotive firm in his present capacity, the *Ford Road Show* on CBS was providing day in, day out aural advertising for the product. Determined not to get caught in one-way traffic, Mr. Bowers and his division shifted speed last year to radio emphasis for special periods. Currently Ford is using NBC *Monitor* to support its cross-country Falcon Experience Run—"Radio is the ideal medium to implement such an advertising campaign; in this case, network is just the right vehicle to provide the required simultaneous nationwide coverage."

A Detroiter born and bred, Mr. Bowers has departed his home town for any length of time only for such missions as schooling and wartime service in the U.S. Navy. Graduated from Dartmouth in 1941 and the Tuck School of Business Administration in 1942, he thereupon undertook four years of military life.

Back in Detroit after the war, he joined Brooke, Smith, French & Dorrance Inc. for what turned out to be 10 years of all-around agency work. Upon his departure in 1957 to join Ford, he was vice president and manager of media and research and an account executive. Among his principal accounts, he notes, was American Motors Co.

Married to the former Nancy Hughes, Mr. Bowers has an eight-year-old daughter and a four-year-old son. His hobby, he claims, is "more work."

Ups and downs in the usage of radio by Ford, the executive declares, match the ups and downs in production. On the flood tide of the automotive season now, radio is serving again in what Mr. Bowers terms an unbeatable capacity to spearhead the introduction of a new model. • • •



spots
are the
vehicle...
not the
campaign
only
a
carefully
sifted
schedule
combined
with
your
ideas...
and
the
unique
Bartell
touch
of...

SALESMANSHIP SHOWMANSHIP SCHOLARSHIP



MAKE A BARTELL SCHEDULE A CAMPAIGN

Six stations in six cities. Each with a snap, a sound, a "feel" jigsawed within its own community. Yet each has a quality of creativity that is akin to all others and common only to Bartell Family Radio.

SALESMANSHIP is ingrained in every air personality and a part of the Bartell station acceptance that puts every campaign in orbit.

SHOWMANSHIP is in the production that arrests, sparks and entertains.

FAMILY BARTELL RADIO

SCHOLARSHIP is inherent in the thought, planning and pre-testing of every unit of sound that is broadcast.



These qualities are contagious! From station level to Group headquarters, to each Adam Young office, you'll find more than receptivity—or even sympathy—you'll get good ideas! (Ask Needham Louis & Brorby in Chicago.)

LETTERS TO THE EDITOR

Happy Birthday

Just a note of congratulations "re" the second anniversary of U. S. RADIO. It is a point of pride for all within our industry that there is a radio-only book, and especially one that is as good and as successful as yours.

Frank Knight
Vice President
World Broadcasting System

(Two years ago) I watched you with fingers crossed and much hope for you, but didn't exactly know whether or not the magazine would make it. The fact that you have is a tribute to you as well as a tribute to the vitality of this particular medium.

Gordon Davis
General Manager
WIND Chicaga

I have subscribed to U. S. RADIO since the first issue, and we here at KBHS wish to compliment (you) for this timely, complete radio presentation.

I have used various issues from time to time in selling and find they are competent and convincing.

Our hearty congratulations for continued success and a bigger U. S. RADIO.

E. J. Kelley
Vice President
KBHS Hot Springs, Ark.

We at the new KAKC would like to be one of the first to congratulate you on your second anniversary. The job that U. S. RADIO has done for the last two years has been nothing short of fabulous. . . .

Bob Hoth
Vice President & General Manager
KAKC Tulsa, Okla.

. . . We have used this publication many times as a source of reference.

Jane M. Sarin
Account Exec. in Charge of Radio
Eldridge Inc.
Trentan, N. J.

(Cont'd on p. 38)

are these influential people talking about YOUR STATION?



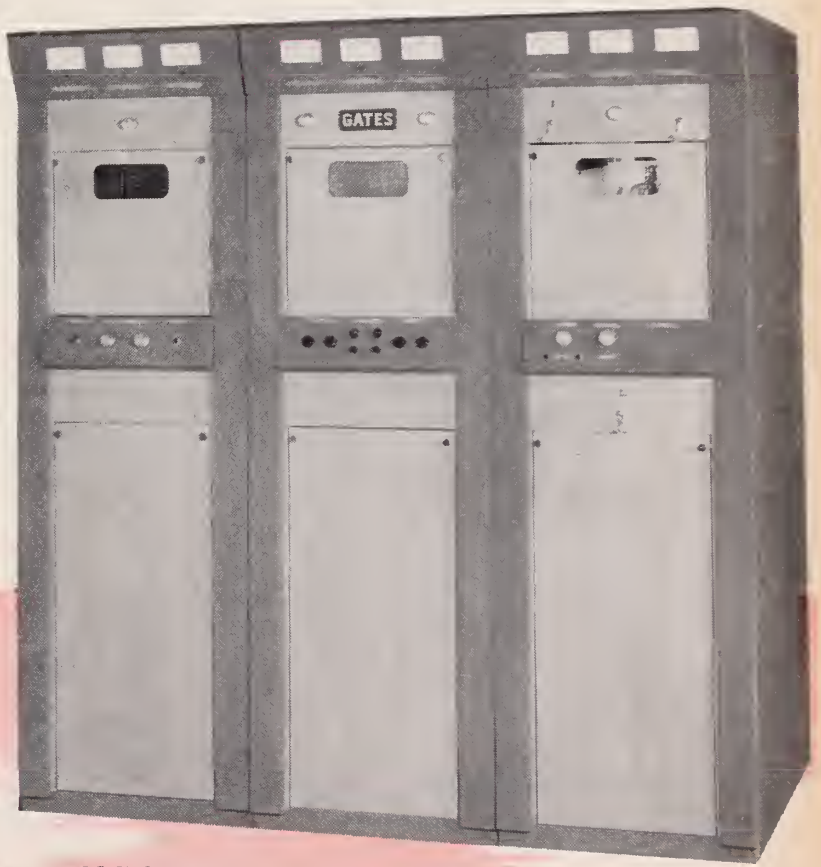
Agency man: "Definitely the number one station in the market by every measure."

Sponsor: "They achieve exceptional results. Our sales are at an all time high."



Housewife: "They certainly do sound good — I just never change dial positions."

Broadcasters know what it means to be called *"top rated"* — *"the station with the quality sound"* — *"highly dependable"* — *"a great sales stimulator."* So to achieve this ultimate in fidelity, reliability, and coverage, they turn to Gates . . . and in the 5 KW field, the Gates BC-5P-2 transmitter is by far their number one choice.*



Typical of a man who would not settle for anything but the finest is Mr. Marshall W. Rowland, president of the Rowland Broadcasting Company. Mr. Rowland purchased a Gates BC-5P-2, and his comments are valid testimony to the hundreds of Gates 5 KW AM transmitters in operation across the nation:

"As owner and manager of WQIK, I have never seen such enthusiasm as shown by my entire staff (including our engineer). The new sound, the quality, plus the coverage we are now getting with our new Gates equipment can be described in only one word. TREMENDOUS. Not one minute of air time has been lost by any of our new equipment. This, combined with the excellent tone quality we're now getting from our new Gates 5 KW transmitter really surpasses any of our expectations."

Let us tell you the complete story of the new Gates BC-5P-2 . . . truly a new distinction in AM broadcasting. Write today for detailed technical information . . . yours for the asking.

*Over 50% of all new 5 KW transmitters purchased since January 1, 1959 were manufactured by Gates. Statistics compiled through August 31, 1959, from 5 KW sales records maintained by Gates, which are assumed to be accurate.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

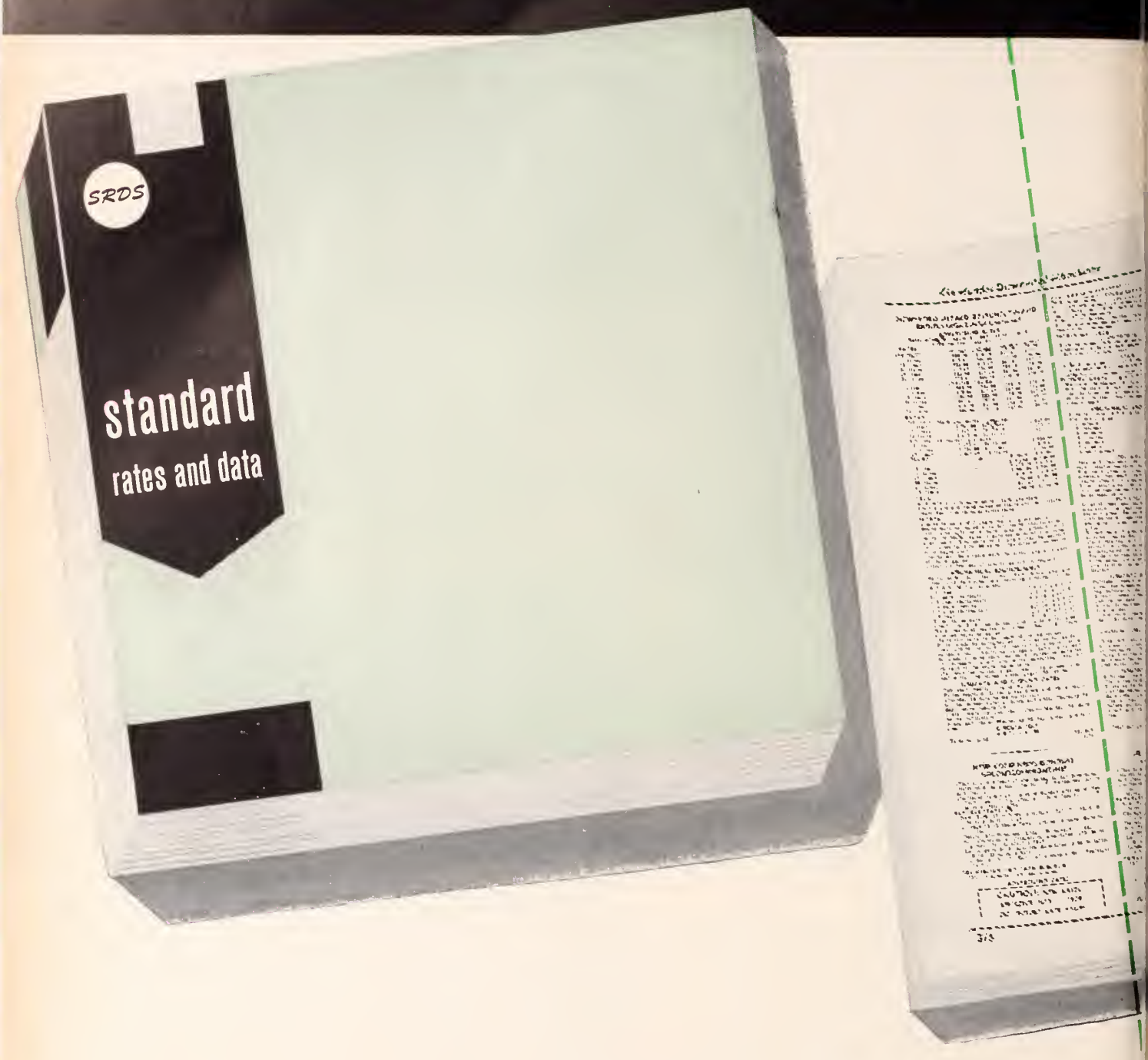
GATES

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

THE NEW 4-COLUMN



ALL OCTOBER ISSUES IN THE NEW CONVENIENT SHAPE AND SIZE

Advertising's "classified buying-directory" now provides these added user-advantages:

More information per page (8 columns of buying information before them every time they open SRDS).

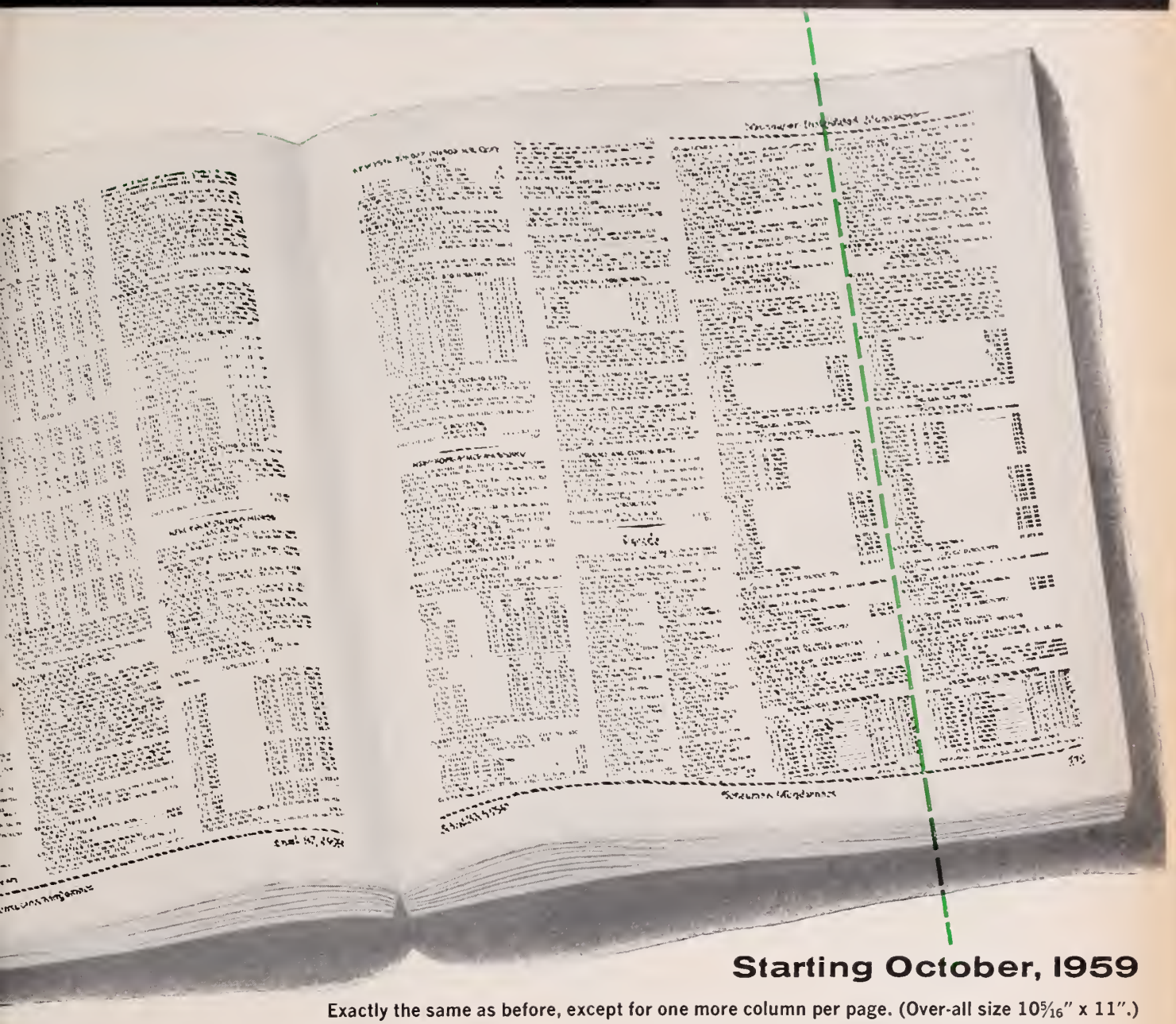
Better flow of buying information from page to page with less interruption, because fewer editorial fillers will be required.

More Consumer Market Data (the fourth column permits additional market data tables).

Market and media data revamped and regrouped for easier use.

A less bulky "buyer's directory" (easier to carry, easier to file, easier to use . . . it lies *flat*).

FORMAT SRDS IS HERE



Starting October, 1959

Exactly the same as before, except for one more column per page. (Over-all size 10 5/16" x 11".)
Standard advertising page still 7" x 10", same as before.

A WORD FROM THE PRESIDENT

"The new, easier-to-use 4-column format is the most important advance in *arrangement* of listed data since 1920. That's the year we went from tabular form, with media data reading from left to right across the page, to the present, improved columnar form.
The 4-column make-up is the 20th major improvement in SRDS Service to the media-buying function since it was founded in 1919. How many of them can you remember?
Glad to send you a list if you'd like to check them off."

C. Laury Botthof, *President*

SRDS

ABP ABC MPA NEP

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function
1740 Ridge Avenue, Evanston, Illinois
Sales Offices: Evanston, New York, Los Angeles, Atlanta

TIME BUYERS . . . help yourself to A TRIPLE TREAT

Do You Want AUDIENCE?

*First in total audience . . .
HOOPER (May-June, 1959)
PULSE (April-May, 1959)
NIELSEN (May-June, 1959)

K-NUZ
IS
No. 1* in TOTAL AUDIENCE

Do You Want ADULTS?

'MORE ADULT LISTENERS . . .
Mon.-Fri. 7 AM-5 PM
*NIELSEN (June, 1959)
(No. 2 Station has only 51% Adult Audience)

K-NUZ
Audience Composition
IS **84% ADULT***
Men and Women

Do You Want SPENDABLE INCOME?

MORE MIDDLE & UPPER INCOME AUDIENCE
*SPECIAL PULSE
(Apr.-May, 1958)

K-NUZ
Audience Composition is 74%
MIDDLE & UPPER INCOME*



the PACESETTER for HOUSTON . . .
MUSIC!
NEWS!
EQUIPMENT!



Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:

THE KATZ AGENCY, Inc.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

**IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581**

LETTERS (Cont'd from p. 34)

I have just finished reading your handsome report (*Two Years of U. S. Radio*). You can well be proud of your accomplishments within the span of 21 short months. Here's wishing you all the best as you start your third year.

John F. Hurlbut
Manager, Pramatian & Public Relations
WFBM Indianapolis, Ind.

Two years of U. S. RADIO! Time flies, but you have been flying with it, building U. S. RADIO to the point where it is becoming a voice in the industry. Congratulations.

Ernest C. Sanders
Manager
WOC Davenport, Ia.

Just received *Two Years of U. S. Radio.* It is a fine tribute to you and the two years.

Robert L. Howsam
President
KHOW Denver

Congratulations on *Two Years of U. S. Radio.* Let's hope these two will be your "worst" ones.

Tom Johnson
Manager
KTOK Oklahama City

Congratulations on the wonderful job you have done with U. S. RADIO.

Cecil Woodland
General Manager
WEJL Scrantan, Pa.

Congratulations on your success and I sincerely hope that you enjoy many more successful years with U. S. RADIO.

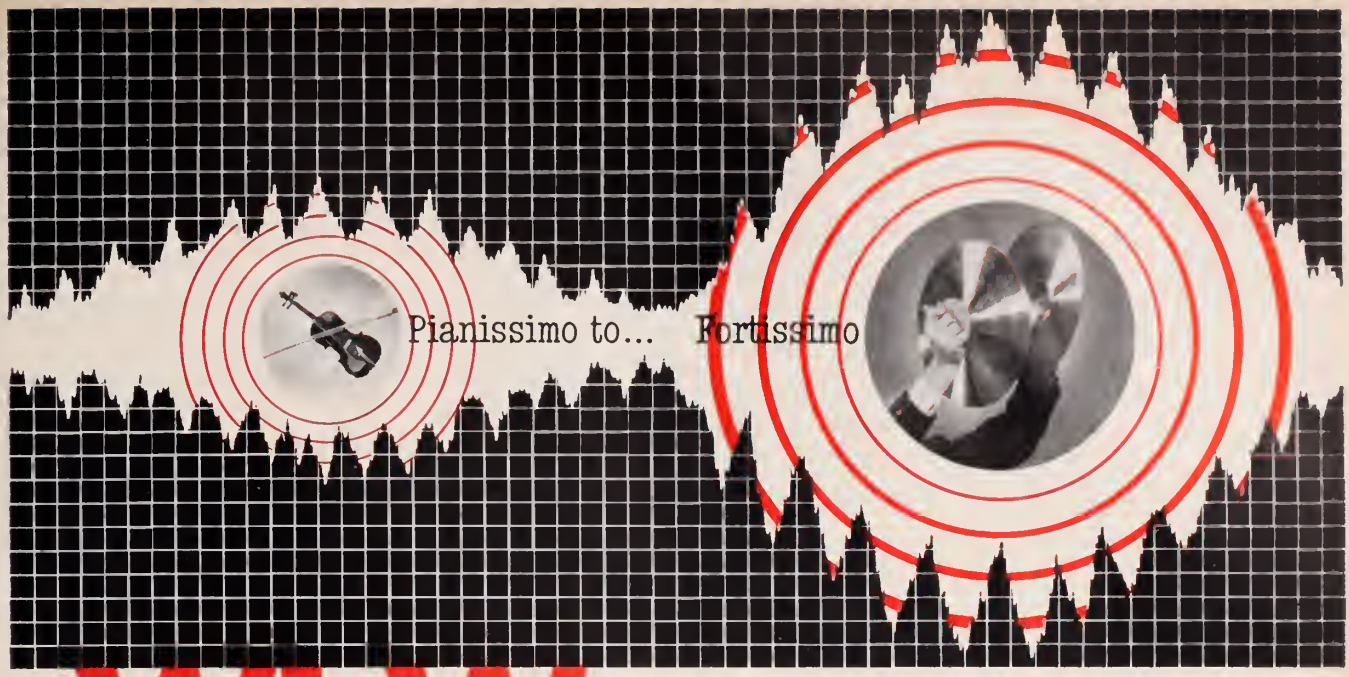
Stanley S. Hubbard
Vice President in Charge of Radio
KSTP Minneapolis

. . . Congratulations on the terrific record!

Ben Ludy
President & General Manager
KWFT Wichita Falls, Tex.

. . . Good luck to U. S. RADIO in your third year and for years to come.

Robert W. Friedheim
Vice President
Ziv Televisian Pragrams Inc.
New York



WLW Acclaimed.....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station – according to Frank H. McIntosh Laboratory, Binghamton, N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time – check these figures below ... and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!)
WITH WORLD'S HIGHEST FIDELITY

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION..... PER WEEK.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.

WALT

TAMPA • ST. PETERSBURG

SECOND IN PULSE

WITH A 48% INCREASE IN AUDIENCE

10,000 WATTS

OF SOUND-SELLING POWER DELIVERS THE BOOMING

TAMPA • ST. PETERSBURG MARKET*

AND THE BIG **PLUS** MARKET OF

21 FLORIDA COUNTIES

* Now America's 26th Retail Market



A CONSOLIDATED SUN RAY STATION
Represented Nationally by
GILL-PERNA, INC.

WALT

RANKED THE SECOND MOST POPULAR STATION IN TAMPA • ST. PETERSBURG BY THE LATEST

HOOPER

What Do Advertisers Think of Radio?

Radio has become the Jack-in-the-box of advertising media. Both billings and advertiser use reflect the sporadic way it pops up, plops back.

It is a medium that is often called upon to do a special promotion job—usually short and intensified—and then put back in the box until next time.

While it's true that most radio advertisers use radio consistently, with consistently good results, many others have come to regard it as a medium that's great to fill in the gaps in television coverage or to stretch advertising impact when the budget is getting low.

The listener's medium has changed more than any other vehicle of advertising in the past 10 years. It had to in order to survive.

As U. S. RADIO enters its third year of publishing with this issue, we have attempted to survey and ascertain the current image *advertisers* have of radio.

The following survey of 25 national advertisers (see list, p. 43) sounds out views on radio management, programming and research, effectiveness of radio as a medium and whether or not agencies have been underselling radio to the advertiser.

We make no claim that the results of this survey are definitive, but we firmly believe that they are an accurate barometer of the image advertisers have of radio.

Their profile of radio ▶

WHAT DO ADVERTISERS THINK?

An analysis of the profile 25 advertisers have of radio. Next month, U. S. Radio will feature the agency profile

It was a rare occasion early this summer when Charles G. Mortimer, president of General Foods, explained to a stockholder meeting the detailed spending of $96 million in advertising for a year.

In the past, the whole subject of advertising has been generally left for the annual report, if that. Mr. Mortimer's action, more than any other single example, underlines the growing interest and surveillance with which advertising companies now treat promotion outlays and activities.

To learn what the people who foot the bill think of the listener's medium, U. S. RADIO surveyed 25 national advertisers. They vary as to radio employment from such limited users as Ronson Corp. to heavy buyers like Stewart-Warner Corp.; large corporations, such as Bristol-Myers Co., to smaller firms, like Good Humor Corp.

This is the profile advertisers have of radio:

They overwhelmingly believe that radio is an effective advertising medium, and a clear majority think radio management is doing a proper job, although there is room for improvement.

What do you think of the job radio management is doing today?

good . . . 38.2%
adequate . . . 43.7%
poor . . . 18.1%

But if radio wants to win greater confidence from the advertiser level, it is going to have to do something about programming. Although advertisers believe radio fare is adequate, few think it is good. And a great majority believe radio sounds the same.

An important point, more than half believe advertising agencies are underselling radio. At the same time, a majority state that radio salesmen are *not* underselling their medium.

How do you regard radio as an advertising medium?

effective . . . 82%
difficult to gauge . . . 12%
ineffective . . . 6%

As for radio research, advertisers have a surprising view. A majority believe it is adequate; when stacked up against research of other media, slightly more than half think radio research does compare favorably with other media.

As to how these firms regarded radio as an advertising medium, 82 percent state it is effective; 12 percent believe it is difficult to gauge, and only six percent state it is ineffective.

Management

What about the job radio management is doing today? Replies to the questionnaire survey show that 38.2 percent believe it is doing a good job, 43.7 percent say it is adequate and 18.1 percent state it is poor.

In general it can be seen that while advertisers believe radio management is doing a professional job, they also think that there is room for improvement.

And one of the biggest areas for needed attention, according to the survey, is in programming. Here's what these advertisers think of radio fare: Although 54.7 percent believe it is adequate, only 16.8 percent think it is good and 28.5 percent say it is poor.

This is brought out more clearly in the next question on whether they think radio programming shows imagination or if they think it all sounds the same.

Radio Sound

Replies from 65 percent declare that radio programming all sounds the same, while 35 percent say it shows imagination. It should be pointed out that a few advertisers pencilled in comments next to this question, qualifying their remarks with "in some cases it shows imagination, but generally not," or "there are exceptions to the sameness."

The study points the way to what radio executives have felt for some time. More than half of the surveyed advertisers — 51.3 percent — believe advertising agencies are underselling the sound medium; 48.7 percent don't believe so.

Taken on its face value, this cumulative answer indicates that radio is not getting the support from all agency quarters.

Do you believe radio is undersold by its own salesmen?

yes . . . 47.8%
no . . . 52.2%

In a similar controversy touching upon whether or not radio is being undersold by its own salesmen, the results show this: 47.8 percent of the firms polled believe radio is being undersold by its own forces, while 52.2 percent say it isn't.

Do you believe radio is undersold by advertising agencies?

yes . . . 51.3%
no . . . 48.7%

It is significant that advertisers, in the majority, do not believe radio is being undersold by its own salesmen. The past 12 months have seen the mounting attention national and local radio salesmen have been giving to the advertiser level.

This trend is expected to pick up steam in months to come as radio presses for a larger part of advertising expenditures.

Among the most interesting responses in the study are those in reply to two questions covering radio research. It is no secret that radio is continually advised by agency executives that it needs more and better research. For a few years now, the stock answer for radio has been, "You're in need of research."

But if anyone has followed the developments in the past year, he knows that no medium has come through with more numerous and more varied types of research than has radio. Anxious to improve its service and strengthen its weaknesses, radio has produced quantitative and qualitative studies; motivational and attitude reports; special interest studies dealing with Negro listening and the farm audience.

Well, here's what advertisers have to say about radio research today: 50 percent believe it is adequate, 16.7 percent say it is good and 33.3 percent believe it is poor. In light of the foregoing comments, this can almost be interpreted as a radio victory.

The research question comes into clearer focus with the final question: Do you believe radio research compares favorably with research of other media?

What do you think of radio programming today?

good . . . 16.8%
adequate . . . 54.7%
poor . . . 28.5%

Do you think radio programming shows imagination—35%—or does it all sound the same—65%

The answers show that 52.4 percent believe that it does, while 47.6 percent answer in the negative.

The following is a sampling of comments on radio received in the study. The quotes, arranged in alphabetical order, shed light on the shape of radio today and what it can do to further improve its position with advertisers in the future:

Beneficial Management Corp., Alfred E. Mockett, advertising director:

"We in the consumer credit field would like to see a more concerted effort by the radio research organizations to give us a breakdown of the audience we can reach by age, sex and income bracket . . . if at all possible . . . rather than just a percentage of the over-all we are getting."

What do you think of radio research today?

good . . . 16.7%
adequate . . . 50%
poor . . . 33.3%

Bristol-Myers Co., Roger C. Whitman, advertising coordinator:

"Sales effectiveness of radio has always been very high — especially when a good commercial can be given the power of frequency at the times of day when a product's best prospects are apt to be listening. Under these conditions, radio can be enormously effective."

Deliver Messages

Carling Brewing Co., R. C. Garretson, vice president-advertising:

"We use radio effectively in many markets. It can deliver messages at a modest cost per thousand, and its efficiency depends finally on the quality of the message delivered."

Dodge Division, Chrysler Corp., W. D. Moore, director of advertising and sales promotion:

(Cont'd on p. 83)

Does available radio research compare favorably with research available in other media?

yes . . . 52.4%
no . . . 47.6%

THOSE SURVEYED:

P. Ballantine & Sons Inc.
B. C. Remedy Co.
Beneficial Management Corp.
Bristol-Myers Co.
California Packing Corp.
Carling Brewing Co.
Dodge Division, Chrysler Corp.
Esso Standard Oil Co.
Fels & Co.
Good Humor Corp.
Goodyear Tire & Rubber Co.
H. J. Heinz Co.
National Biscuit Co.
Northwest Airlines
Pan American Coffee Bureau Inc.
Pepsi-Cola Co.
Chas. Pfizer & Co.
Prudential Insurance Co.
Ronson Corp.
Seven-Up Co.
Shell Oil Co.
Stewart-Warner Corp.
Tea Council of U.S.A. Inc.
Tetley Tea Co.
United Fruit Co.

Can Radio Move in On a Tv Agency?

Supported by research, Parkson Advertising buys radio for Conti to reach young women. Test underway may establish new twosome on the airways for agency

The siren song of radio, out to prove itself an alluring match for the decolletage of television, has struck a highly responsive chord with an unexpected swain.

The J. B. Williams Co. (division of Pharmaceuticals Inc.), a suitor who previously had eyes only for the video screen, is currently listening with mounting enthusiasm to the provocative sound of the senior air medium.

Come a-courtin' on behalf of its new Conti shampoo, the firm is now in the midst of an intensive radio test in the New York market that, depending on its outcome, may set the pattern for a nationwide campaign. The test, which started July 27, will conclude this month after 16 weeks on four New York stations —WMCA, WMGM, WINS and WNEW — with a schedule of 110 one-minute commercials and 74 ten-second spots for the first six weeks and 62 one-minute announcements for the remaining 10 weeks. An estimated $75,000 is being expended on the trial run, including production costs for the ET's.

Whether the courtship will develop into a lasting union is a moot question, pending a check on sales at the end of the 16-week period. In the words of Ted Bergmann, president of Parkson Advertising Agency, which is handling the Conti account, "Radio says it can sell our product, and we're giving it the chance to prove its point.

"Of course, we wouldn't be running this test if we didn't think it can—and will—do so."

No other advertising media are being used in the New York area during the course of the campaign, he says, in order to permit an accurate appraisal of the aerial appeal.

Whatever the future, radio considers itself to have scored a handsome triumph for the present in capturing the undivided attention of both a television-oriented company —J. B. Williams—and its even more notably television-oriented agency, Parkson.

On the Scene

Perhaps indicative of radio's breakthrough with the agency which reputedly places more than 90 percent of its total billings in television is the tiny transistor that sits on Mr. Bergmann's desk. From this signal outpost, the medium has been capitalizing on its charms for the past several months to convince the heads of both agency and company of its suitability for the Conti sales job.

Holding the instrument in one palm as he explains, Mr. Bergmann notes two key aspects of the Conti campaign which serve to focus attention on radio:

- *Principal prospective market*: Conti's sales potential, research indicates, lies with radio's most inveterate listeners — young women, from their teens through late 20's (see *Housewives Listen, Too*, p. 48).
- *"Beauty promise" appeal*: The product's essentially romantic-mood features can be effectively and economically highlighted through radio's chief attraction for these listeners—music.

Moving into radio, says Mr. Bergmann with casual understatement, is "something of a departure for this agency." The cooperation and service extended by station managers and disc jockeys on whose programs Conti announcements are used, he adds, have been highly important to Parkson in acquainting it with the medium.



New packaging, rejuvenated product touch off Conti's search for brand image with radio.

If successful, the local test will form the pattern for an expanding campaign which will grow eventually to national proportions, the agency indicates. A tentative selection of markets has already been made for a next step forward in radio.

New Personality

The test itself signifies a completely new advertising approach for Conti. The product, an old-timer which has recently completed an entire "rejuvenation" in the company's laboratories, is seeking to establish a new brand image with the consumer, Mr. Bergmann says. Years ago, under different ownership, it was a radio pioneer, but prior to its acquisition by J. B. Williams it was relatively in eclipse as an active advertiser.

Faced with the problem of giving the public a modern concept of an established brand name, the agency first tried a smattering of television during the past year, including participations in "one or two" J. B. Williams network shows and a 26-week run on an independent tv station. The results were inconclusive.

Still seeking the right combination of media, commercials and realistic budgeting, the agency then decided to take a searching look at what radio could provide in the way of a fresh sales presentation for the restored and repackaged shampoo.

What that searching look discovered is that Conti and a major segment of radio's audience are "meant for each other."

Follow the Girls

"We feel," explains Mr. Bergmann, "and research bears us out, that the big shampoo market is among teenage girls and women in their 20's. Surveys indicate the ladies in this age bracket shampoo their hair on the average of three or more times a week, and hence account for the largest share of the shampoo market."

How best to meet the girls, Parkson learned, is chiefly via radio.

"In selecting the proper medium for our campaign, we went where the young female listeners *are*—tuned in to the top disc jockeys," the agency president continues. Conti strategy therefore at present entails using a total of 22 disc jockey shows on the four New York stations.

Mindful of the tastes of its youthful audience, Parkson decided on a musical commercial featuring vocalists popular with Conti's potential consumers. To underscore the "beauty promise" of the product, it keyed the music and lyrics to a romantic, feminine appeal.

"Something wonderful happens to your hair when you use new Conti shampoo" is the campaign theme. Musically arranged by Plandome Productions Inc., the commercials come in four variation—one each featuring Jill Corey, Chris Connor, June Valli and Mindy Carson.

"We're getting double mileage by using these singers in the medium in which they're so popular," Mr. Bergmann points out.

For the one-minute commercials, the vocalist sings eight bars of jingle, then speaks her piece in 40 seconds of sales message relating to her personal experience with the product, and winds up with the opening lyrics. A background of music paraphrasing the jingle plays under her voice during the continuity.

"The music was set in the best key and tempo for each vocalist so she could convey the romantic appeal of the copy without strain," says Sammy Spear, Plandome's musical director. "During the narration we paraphrased the opening music in a dreamy mood to underscore the copy appeals and also to lead back to the initial eight bars of singing."

Introduced by the disc jockey with a live opener such as "Every girl wants the shiny, alluring hair that attracts a man, so . . . listen to this song by popular recording star, June Valli," the transcribed commercial goes like this:

JUNE VALLI: (Jingle) "Something beautiful happens to your hair when you use new Conti shampoo."

MUSIC VERY SOFTLY UNDER MESSAGE

JUNE VALLI: Hi! I'm June Valli. And I want to tell you that something beautiful does happen to your hair when you use new Conti shampoo! I know because I use new Conti. It has a wonderfully rich lather—not like ordinary lathers . . . but a cosmetic lather that leaves my hair soft and shiny . . . yet so easy to comb and set. And I don't need to use any special rinses or conditioners. New Conti with cosmetic lather does it all! So . . . beautify your hair as never before . . . remember . . .

INTO THE MUSIC

JUNE VALLI: (Singing) "Something beautiful happens to your hair when you use new Conti shampoo!"

The disc jockey winds up with a live tag-line such as "That sounds like pretty good advice from June Valli. Be sure you ask for Conti . . . that's C-O-N-T-I . . . *Conti* shampoo."

According to the agency's contract with the singers, Parkson after 26 weeks can expand into additional markets with the commercial.

Two-fold purpose of the New York test campaign, according to Herb Gruber, Parkson media director, is, first, to make an initial impression, and second, to maintain the product image in the public mind. With the aim of doing so, the agency concentrated a heavy schedule of announcements in the opening six weeks and then tapered off to a more "normal" load, using a mixture of what Mr. Gruber terms the traditional music stations and the heavily pop tune outlets.

Big Impression

"In the first six weeks, Conti made an estimated 25,000,000 impressions a week, in gross figures," Mr. Bergmann notes. "During the current 10-week phase, it is making more than 8,000,000 impressions a week.

"Our coverage is spread over approximately 50 percent of the radio homes in the New York area, and our message is being received an average of six times a week per home."

Next move in the campaign planning for Conti awaits the sales outcome of the shampoo's first 16 weeks on radio, he says. A store audit currently is being run on selected outlets in the area, but the figures won't be evaluated until the end of the test.

"The effect in advertising a product such as this can't be determined right away," Mr. Bergmann maintains. "The listener may be very favorably impressed and willing to buy, but she's going to wait until she uses up her current stock of shampoo before she goes out and gets the new Conti."

Among the research facts which Parkson garnered in its preparation for the campaign were such items as these:

A woman apparently will change shampoos almost as often as she changes stockings. In the volatile

cosmetics field, a convincing "beauty promise" will lure her away from almost any particular kind she's using. If the product fulfills its promise, she'll repurchase, but her brand loyalty as such is notably lacking.

"Consumer testing of the new Conti indicates it's due for repurchase," declares Hal Grafer, vice president and director of marketing for J. B. Williams products. "Studies of it in use show its performance wins high favor with women." The J. B. Williams executive goes on to point out that "The Conti name has long been associated with purity, safety, softness. In recent years, the product has had a limited exposure, however, and the name is relatively unknown among younger consumers.

"In the little more than a year since we took over the Conti line, our laboratories have revitalized it to fill the needs of today's well-groomed woman. Beauty parlors which used it in pre-marketing trials praised it enthusiastically."

Now the problem is to "say the right things about it in the right way" via the right medium, he adds. "Radio has been given an important role in our initial program for Conti. We hope we're correct in using our concept of multiple messages; we will have to watch carefully and try to evaluate how we're measuring up to our sales potentialities as we go along."

Further budgeting for Conti advertising is also awaiting outcome of the current radio schedule as well as calculation of the sales prospects of the product.

"Our initial expenditure of $75,000 for air time and the production of the four commercials will be added unto, based on the volume of business we can expect from each additional outlay," explains Mr. Bergmann.

The competitive picture at present, he says, shows there are about 10 top shampoos in the field, some of whom are using radio but none to the extent that Conti is trying out in the New York market.

Remarking on the helpfulness of the radio stations involved in opening the campaign, he cites as an example the contest WMCA initiated to run in conjunction with the copy theme, "Something Beautiful Happens." The listener is invited by the station to send in a postcard giving his or her name and address, and the one whose name is drawn will find that "something beautiful happens"—he or she is given a weekend in New York City by WMCA, including accommodation at a leading hotel and a helicopter ride over the city.

Response to this aerial promotion is reportedly running high.

"The disc jockeys on our schedule are supplied with lead-ins and lead-outs to the commercials," continues Mr. Gruber, "but they generally add a bonus of their own particular brand of personality selling."

At this stage, it appears Conti's romance with radio is all champagne and roses. But the listener's medium had better have a good steak on the fire in the kitchen if it intends to hold its new swain. • • •



His eye on radio (that's a tiny transistor on his desk), Ted Bergmann, president of Parkson Advertising (right), discusses Conti commercial with (from left) Jim Ellis, president, and Sammy Spear, musical director, both of Plandome Productions Inc., and Herb Gruber, agency media director. Test of radio currently underway may prompt national campaign.

Coffee Klatches Notwithstanding:

Housewives Listen, Too!



Market Planning Corp. study, sponsored by H-R, shows that housewives spend about 4 hours and 36 minutes per day with radio, compared with 1 hour, 57 minutes per week reading a newspaper

Key Response

Q. During the past week, at what times of the day and evening did you yourself usually listen to the radio?

PER CENT WHO LISTENED TO THE RADIO DURING THE PAST WEEK

ON WEEKDAYS (MONDAY THROUGH FRIDAY)		% of Total Listeners
Between:	4 & 6 a.m.	5%
	6 & 9 a.m.	60
	9 a.m. & 12 noon	47
	12 noon & 4 p.m.	43
	4 & 7 p.m.	38
	7 & 10 p.m.	23
	10 p.m. & 4 a.m.	11
SATURDAY		
Between:	4 & 6 a.m.	3
	6 a.m. & 12 noon	50
	Noon & 6 p.m.	37
	6 & 10 p.m.	23
	10 p.m. & 4 a.m.	10
SUNDAY		
Between:	4 & 6 a.m.	2
	6 a.m. & 12 noon	38
	Noon & 6 p.m.	26
	6 & 10 p.m.	17
	10 p.m. & 4 a.m.	8
Don't Remember		1
No Answer		1
TOTALS		100%* (3,291)

Source: Market Planning H-R Study.

CUMULATIVE RADIO LISTENING

FOR MONDAY - FRIDAY	% of Total Listeners
6-9 a.m. and 4-7 p.m.	73
6-9 a.m. and 4-7 p.m. and 9 a.m.-noon	88
6-9 a.m. and 4-7 p.m. and noon-4 p.m.	85
6-9 a.m. and 4-7 p.m. and 9 a.m.-noon and noon-4 p.m.	93
6-9 am. and 4-7 p.m. and 7-10 p.m.	80
6-9 a.m. and 4-7 p.m. and 9 a.m.-noon and noon-4 p.m. and 7-10 p.m.	95
6-9 a.m. and 9 a.m.-noon	83
6-9 a.m. and noon-4 p.m.	79
FOR WEEK-ENDS	
Saturday, 6 a.m.-noon and noon-6 p.m.	64
Sunday, 6 a.m.-noon and noon-6 p.m.	52
Saturday and Sunday, 6 a.m.-noon and noon-6 p.m.	72
Saturday and Sunday, 6 a.m.-noon and noon-6 p.m. and 6 p.m.-10 p.m.	76
ALL WEEK	
Monday-Friday, 6-9 a.m. and 4-7 p.m. and Saturday and Sunday, 6 a.m.-noon and noon-6 p.m.	88
TOTAL LISTENERS	100%* (3,291)

*Total more than 100% due to multiple answers.

Mr. Mad Adworld, creative operative though he may be, can earn a much sought-after promotion by calibrating how best to zero in on a most important target—the American housewife.

For after all, aren't women in general—and housewives in particular—the elusive prize that is the goal of most advertising? When it comes to the product, whether women buy it, motivate it or talk about it (nothing like word-of-mouth advertising), they are the influencers.

A study conducted for H-R Representatives Inc. by Market Planning Corp., a subsidiary of McCann-Erickson Inc., unlocks a flood-gate to facts on the effectiveness of radio in reaching the housewife — whether it be weekday, weekend, daytime or nighttime.

The study shows, for example, that a schedule spread throughout the day from 6 a.m. to 7 p.m. reaches 93 percent of listening housewives. For pinpointed accuracy, it states that the best time for housewife commercial exposure is a combination of prime morning time, 6 to 9 a.m. and 9 a.m. to noon. During these hours, 83 percent of housewives can be covered.

Moreover, the report adds its voice to other recent research that tends to explode the traffic time myth (see *What Will the Fall Winds Bring?*, August 1959; *Hometown, U.S.A.*, September 1959, and *Radio: The Way to Food Shopper's Heart*, January 1959). In the Market Planning project for H-R, a schedule between 6 and 9 a.m. and 4 and 7 p.m. reaches only 73 percent of the housewives compared with the aforementioned schedule with 83 percent penetration.

The lure of housewives to agency and advertising people is well founded in fact. The *McCall's* study of drugs and toiletries purchases of late 1956, which is still used as a guide, illustrates the case.

It shows that the housewife of the family buys 65 percent of dollar value purchases; that it is her idea in 54.1 percent of the cases, and that she determines the brand 48.5 percent of the time.

In addition, general marketing estimates declare that *women* control 70 percent of the nation's wealth; they buy 90 percent of all household supplies, 62 percent of hardware goods; they have 65 percent of all savings accounts, and they either make or influence 85 percent of all consumer purchases.

Staying home, minding the house and the children is a housewifely burden that usually dominates a fair share of family "conversations." And at the homemaker's side, keeping her company throughout the busy daytime hours, is radio.

The study states that the average listening housewife spends 2 hours and 24 minutes a day with her *favor-*

HOUSEWIVES

(Cont'd from p. 49)

ite station, totaling about 12 hours a week, Monday through Friday.

She also spends 1 hour and 19 minutes a day listening to her *second favorite* station, and 53 minutes a day to her *third favorite* station.

This, the H-R/Market Planning study declares, gives a total of 4 hours and 36 minutes a day or about 23 hours a week of median housewife listening time, Monday through Friday.

What's more, this study throws a bomb into the newspaper-radio story. The average housewife, according to the report, spends less than two hours (1 hour and 57 minutes) reading a newspaper in a week.

The housewife turns out to be a steady radio customer throughout the week. Monday through Friday between 6 and 9 a.m. is the most popular time period, when, the study shows, 60 percent of housewives listen; 28 percent of housewives say they listen most during this period.

The second most popular time is Saturday morning (6 a.m. to 12 noon) when 50 percent of housewives listen; 22 percent listen most at this time.

The third most popular time is Monday through Friday, 9 a.m. to noon, when 47 percent listen and 19 percent listen most.

The continuing list of popular listening hours indicates that radio is a constant companion seven days a week. In descending order, the next most listened to time periods are: 12 noon to 4 p.m., Monday through Friday; then there is a tie between 4 and 7 p.m., Monday through Friday, and 6 a.m. to 12 noon, Sunday; following close behind is 12 noon to 6 p.m., Saturday.

Another point the survey makes is that the weekend can add 20 percent to the prime time housewife audience.

The H-R sponsored radio study was conducted among a permanent panel of 5,000 housewives, called the Market Planning Homemakers' Panel.

The study was conducted through

Ladies' Day Fare

What appeals most to the lady listener is a subject of mounting interest to advertiser and radio station alike, causing both to prick up their ears at such reports as the recent one from J. Walter Thompson Co.'s Family Advisory Staff.

FAS, described by the agency as comprised of 3,000 representative families who constitute a sample for special research projects conducted by JWT, presents a group portrait of housewives who listen while they work, and listen principally for music and news.

First Choice

First choice on the radio dial is music for 54 percent and news for 36.1 percent of the 2,874 housewives responding to the survey, according to JWT. Second most favored listener item is news for 36 percent and music for 26 percent.

Computing the results, JWT concludes that 90 percent of the women queried listen most frequently to either music or news; they choose daytime variety, sports and serial drama programs to a considerably lesser extent.

How should the sound of radio be improved? The ladies making beds and peeling potatoes ("You can listen to radio while doing other things" was a frequent comment in behalf of the medium) suggest several ways to suit their tastes.

Nearly half (48 percent) of those surveyed by JWT mention cutting down on the amount of rock and roll music aired, and 40 percent request more "good music." Educational programs are desired by 12 percent; drama and mysteries by 10 percent; the variety show and situation comedy by 7 percent, and more religious programs by 5 percent.

Age appears to be the secret in determining what a woman is most likely to turn to on her radio. According to the survey, chances are three out of four that she'll prefer music if she's under 35; slightly better than 50-50 if she's between 35 and 54, and only one in five if she's over 55. The opposite ranking of preference is indicated for news programming, which has "first choice" standing with 68 percent of the older women; 35 percent of those in the 35-54 bracket, and 14 percent of those under 35.

As for the kind of music, the ladies are almost "ageless" in their agreement on waltzes and sweet music as Number One. More than half of all respondents to JWT's questionnaire give this category as their favorite. Second spot for the group as a whole is currently popular music, chosen by 38 percent. Show tunes win the ear of 33.4 percent; old familiar music, 30.4; hymns, 28.7, and concert, 22.9.

Degree of Preference

Where the years tell the story, however, is in the degree of preference for waltzes as first choice, and in the subsequent list of "most liked."

As the age goes up, JWT research finds, so does the liking for waltzes, hymns, concert music, classical music, band music, Hawaiian music and barbershop music. The reverse is true of currently popular music,

a mail questionnaire, with Market Planning receiving an 80 percent response, or 4,000 returns.

Statistically, the women of the panel represent a valid sample of the nation. They are a cross-section of all U. S. households in terms of income, age of housewife, region, city size and other characteristics.

Aiding in the evaluation of the results are the following H-R personnel: Avery Gibson, vice president; Martin Goldberg, director of research, and Don Softness, director of promotion.

The study is being prepared in a two-color, illustrated brochure and will be mailed to about 500 radio stations, plus agencies, clients. •••



The Market Planning Corp. study of radio listening among housewives is studied by Martin Goldberg (left), H-R director of research, and Don Softness, director of promotion. Almost 4,000 returns were received from the Homemakers' Panel.

show tunes, rock and roll, swing and jazz.

"Old familiar tunes," says the agency's report, "show the least variance by age, being equally popular with the youngest housewives and oldest. But the middle-age group shows slightly more preference for this category than the under-35 and over-55."

By geographic region (Northeast, North Central, West and South), waltzes and sweet music also hold top spot with FAS housewives; there is little variation in the runners-up, as well, with currently popular music in either second or third place in every area, and show tunes in second or third in three of the four—hymns taking their place in the South, where this category is almost on a par with waltzes.

What is the housewife doing while she listens to radio? Housework is most frequently mentioned in the survey—70 percent apparently are engaged in some form of this activity at some time while the set is turned on. Other pursuits which coincide with radio listening include driving the car (33 percent of the women polled are tuned in then) and eating (30.7 percent have their sets on during meals). This pattern seems not to be affected by geography, although age is a factor—younger women, the study shows, are more apt to be doing housework (75 percent) and less likely to be eating (21.7 percent) than are older women (62.5 doing housework, 43.6 percent eating).

Social status, too, appears to affect listening habits. For example, about 60 percent of the "upper middle class" housewives, as defined by JWT, reportedly do housework to the tune of radio, as compared with 77.4 percent of "lower class" housewives. But the first category listens more while driving than does the second group.

Regarding station loyalty, JWT finds "Most women have a favorite station and are loyal to it." About 75 percent of the FAS sample reply they listen mostly to one station. Women under 35 tend to be more loyal than older women, and upper status housewives appear to be less loyal on the whole. Although loyalty in rural and small town areas appears to be more prevalent, the lady listener in urban areas, where choice of stations is greater, even so will stick by one station in 68 percent of the households contacted.

Volunteering comments on various aspects of radio, the women included in the survey take a bead on commercials and announcers. Among remarks about the former from one-fourth of the total survey respondents, the majority are adverse—about 44 percent noting that commercials are "too long," more than 18 percent saying they are "boring" or "silly." Announcers, declare about half of the 10 percent who state their views on this matter, chatter too much, use poor grammar and pronunciation and/or are too self-centered. The other half, however, rate the "voice of the station" as friendly, personable and interesting.

With the lady of the house warranting greater attention from agencies, advertisers and stations, this prime listener is just beginning to have her say in shaping the sound of radio even more to her liking. • • •





During its introductory offer in Northern California, Butter-Nut is enclosing in pliofilm bags 25 cents in each one-pound can; 50 cents in two pound packages.

When it comes to percolating new sales interest in coffee, next best thing to the aroma of fresh java is a blend of fresh radio.

Such is the thesis of the makers of Butter-Nut Coffee and their agency, D'Arcy Advertising Co., St. Louis, Mo. Moving into a new marketing "neighborhood" this fall, the coffee division of Paxton & Gallagher Co. of Omaha, Neb., has put on a big pot of radio and is settling down to get acquainted with folks up and down the block in Northern California.

A devotee of the listener's medium, the company reports it has used radio with repeated success over the course of the past year or so in introducing Butter-Nut to new regions and customers as well as consolidating friendships with established markets and buyers. D'Arcy says its coffee client, with distribution in 17 states of the Midwest, Rocky Mountains and Pacific Coast, spent approximately one-third of its total advertising budget ($1,500,000) for radio in 1958.

At present, the company's radio coverage includes, besides the major drive in Northern California, a continuing schedule in principal Southern California markets, in Phoenix, Tucson and Las Vegas, and in various parts of the Midwest.

Welcome Mat of Sound

Butter-Nut coffee, spending an estimated $500,000 in sound annually, turns on radio for product introduction in Northern California area in 12 markets

Butter-Nut's radio flavor, both agency and client believe, is as distinctive as the "30 Bonus Blends" the product features. The three-month introductory campaign now underway in the San Francisco Bay area and northwards started off with a series of quietly zany commercials recorded by Stan Freberg; it will continue with a series of straight-sell, chorale-style announcements created, produced and directed by Bob Johnson, who as head of D'Arcy's radio-television department also brought into being the "Where There's Life . . . There's Bud" spots for Budweiser.

"Radio is the keystone of our advertising program in Northern California," says Don R. Keough, Butter-Nut marketing director, "because it is our opinion that we can get the greatest initial impact at the lowest cost per thousand through strong saturation radio.

"The introduction of our product will be given full exposure in other major media to back up the radio impact."

In making itself "at home" and a household word in its new market area, Butter-Nut is perking away on 17 stations in 12 major markets of Northern California—including five in San Francisco, two in Fresno and one each in such communities as San Jose, Sacramento, Modesto, Marysville, Redding and Eureka.

The schedule, which started September 7, calls for approximately 420 announcements each week, says Harry K. Renfro, manager of the radio-television media department of D'Arcy. Usage of the aural medium will continue on a staggered basis "to provide the greatest possible cumulative effect, with 3,505 one-minute spots and 1,950 30-second spots slated for the 12-week period."

Major Importance

"It was the consensus of both the client management and the agency that radio would be of major importance in introducing the '30 Bonus Blends' coffee in this area," Mr. Renfro continues. "It will deliver effectively the greatest number of impressions to the largest number of people at the least possible expense in the shortest span of time."

The man who was responsible for effecting the Butter-Nut buy adds that radio is the one medium in which advertising will be continuous throughout the campaign.

"Full merchandising support has been promised by all participating stations," notes Vern Eastman, D'Arcy vice president under whose supervision the "30 Bonus Blends" theme was developed in the agency's Los Angeles office. Such assistance will generally tie in with Butter-Nut's promise of "extra ingredients." The product, which its manufacturer says is made from 48 coffee varieties instead of the 11 to 18 in most competitive brands, has an added tang for Northern Californians buying it during the introductory period—fresh-minted coin of the realm buried in the coffee grounds. Special lids on the one-pound tins proclaim "Try Butter-Nut . . . there's a quarter in it for you." Inside each can, sealed in a pliofilm bag, is 25 cents (50 cents in two-pound packages).

Radio, in years past the dominant medium in Butter-Nut's advertising strategy, has emerged only recently from the shadow cast by television in 1950, and has reasserted its sales appeal for the product through a series of successful campaigns.

One of the foremost examples, D'Arcy executives believe, is the case of Instant Butter-Nut Coffee in 1958.

"Unlike other major roasters," explains Mr. Keough, "Butter-Nut had spent five years in developing its instant coffee. Being so far behind in its introduction of the special crystalline blend, the company decided to use saturation radio in an introductory campaign which consisted mainly of needling itself for being late. The results were as good-natured as a family picnic.

"The hard-hitting campaign, recorded by comedian Stan Freberg, created an instant brand awareness on the part of the consumer, and

Butter-Nut

chalked up a number of awards. One was the Radio Advertising Bureau's first regional gold record award for effective radio commercials in 1958.

"The Freberg series, heard in the Midwest marketing area only, also was voted by the advertising industry as one of the year's 10 best commercials."

Perhaps closer to the sound of the cash register, however, was the award presented by *Food Topics-Food Field Reporter*. The food trade publications, in lauding the firm's success in introducing its instant coffee, presented Butter-Nut with a plaque commemorating the promotion, which was "voted the most outstanding in sales results by food chains, wholesalers, supermarkets and independent grocers."

Six weeks after entering the radio lists, the company declares, Butter-Nut had achieved 85 percent distribution in the key markets in a 13-state sales area.

"More than satisfied" with the results of the Freberg series, the coffee firm later in the year utilized the versatile performer's talents for another Butter-Nut campaign, this one designed especially for the Southern California market.

Unusual—if not unique—in many respects, Butter-Nut executives say, the commercial about which the campaign was built lasted six and a half minutes, live and a half of which elapsed before the product was mentioned. It was designed to convey the sound and feel of an original-cast musical, and included a 50-second overture, three original songs and a plot. Titled "Omaha with the Original Cast," the knee-high operetta was featured each Sunday on KMPC Los Angeles and at other specially billed times.

Midwesterners

"The appeal of these commercials," Mr. Keough points out, "was directed primarily at midwesterners who had moved to California. The production was a new version of the theme Butter-Nut had used since entering the Southern California market four years ago: 'The coffee you loved back home is now in California.' "

Extra mileage chalked up by the commercial for Butter-Nut, reports the agency, includes a performance of the miniature musical by the Omaha Symphony Orchestra and Choral Group—with Stan Freberg conducting. The commercial attracted such attention in Omaha that Mr. Freberg was invited to ascend the symphony orchestra's podium and conduct his own score.

In the current Northern Californi campaign, Freberg's style goes to work in this fashion:

Mr. Butter-Nut: Well, we finally developed a new instant coffee that dissolves even quicker than an instant.

Pomeroy: That's right, Mr. Butter-Nut. It's the fastest dissolving instant coffee in the whole world.

Mr. B: Right. Now here's what I want you to do. Get in touch with the Olympic Games Committee, see, and feel them out on the feasibility of a new track and field event called INSTANT COFFEE CRYSTAL DISSOLVING.

Pomeroy: INSTANT COFFEE CRYSTAL DISSOLVING at the Olympics?

Mr. B: Right. Butter-Nut will establish an official world's record.

Pomeroy: Hurrah!

Mr. B: Just think of it—the four-minute mile and the split second dissolve.

Pomeroy: Gee! . . . Well, don't you think Instant



Don R. Keough, Butter-Nut director of marketing.



Vern Eastman, D'Arcy Advertising Agency vice president.



Bob Johnson, D'Arcy vice president, creative radio-tv department.

Butter-Nut is just a little bit incompatible with the 220 low hurdles and the pole-vault?

Mr. B: Nonsense!

Pomeroy: The hammer throw and a hop, skip and . . .

Mr. B: That will do, Pomeroy.

Pomeroy: . . . jump. Yeh, but what do you think the Olympic Committee will say?

Mr. B: They'll say it's delicious. Play the fight song.

(LYRICS)

If you're non-exhilarated, longing to be rehabilitated,
You really ought to take an Instant Butter-Nut break.
'Cause only Instant Butter-Nut takes the coffee cake.
So be good to yourselves and take an Instant Butter-Nut break.

'Angry Generation'

Another Freberg creation being used is this:

1st voice: Talking here to a young man. Your name, sir?

2nd voice: Uh, my name is Angry Generation.

1st: Well, Angry, you are a writer of poetry.

2nd: That's right, man, like I'm a writer of poetry.

1st: Beat?

2nd: Yeh, I didn't get too much sleep today.

1st: Imagine you drink a lot of coffee.

2nd: Yeh, like I do.

1st: Butter-Nut?

2nd: You putting me on? I drink nothing but European Espresso coffee. Very depressing. I love it.

1st: But Butter-Nut wakes you up . . . it makes you happy.

2nd: Oh please, man, do not ruin my day. But certainly. But listen man, my best friend, he used to be angry like me. He was moody, really flip. Then he sold out. Yeh, he got on the Butter-Nut Coffee kick. Well man, he really hit the skids. He shaved, got married, went to work, and—I don't want to be quoted on this, but I heard through the grapevine that he is well-adjusted.

1st: Thanks to Butter-Nut.

2nd: Well man, don't keep on. Like he was my best friend. I mean, I took it pretty hard.

1st: Well, how did he take it?

2nd: Well like with cream and sugar.

Following up on Frebergian initial attention-getters in its entry into the new market, Butter-Nut is swinging to what the agency terms "sincere, straight-sell copy which will do a major selling job over the long haul."

Here's one of the commercials created by D'Arcy's Mr. Johnson for the campaign:

Voices: (spoken, building intensity) ...27...28...29 ...30!
(Singing) 30 Bonus Blends!

Anncr: In Butter-Nut Coffee.

Voices: (Speaking) 30 Bonus Blends?
(Voices chanting lightly under announcer's)

Anncr: In Butter-Nut Coffee you enjoy a rich combination of 48 blends, each selected for...

...a distinctive, subtle shading of flavor and aroma.

Voices: (Riff) But 30 Bonus Blends?

Anncr: Chances are the coffee you're presently using has anywhere from 11 to 18 blends...

Voices: Ahhhhhhhh!

Anncr: The extra 30 blends are the bonus you get in Butter-Nut...

Voices: (Singing) Many blends from many lands

Anncr: ...Each selected for a special shading...a full...

Voices: VIGOROUS!

Anncr: Coffee flavor...a richness of...

Voices: A-R-O-M-A

Anncr: ...That good coffee taste!

Voices: 30 Bonus Blends; 30 Bonus Blends...

Anncr: In Butter-Nut Coffee. Try Butter-Nut and get the taste bonus of 30 extra blends.

"The integrated campaign," says Mr. Eastman, "is quite naturally beamed at housewives—the buyers of the family food supplies. The special 'coin-in-can' merchandising offer also is designed as an added lure to induce housewives to try Butter-Nut Coffee."

Across the Board

The saturation radio buy, according to the agency, is generally across the board, Monday through Saturday. In markets where multiple stations are being used, however, some schedules are for Wednesdays, Thursdays and Fridays only.

Butter-Nut is a brand name which D'Arcy declares has been popular since 1914. The coffee is a product of the Butter-Nut Food division of Paxton & Gallagher, which last October was purchased by Gilbert C. and W. Clark Swanson & Associates.

Its past history in radio includes an air lane debut with spot announcements in the early 1930's, and subsequent 10 p.m. newscasts on Midwest stations that became literally an institution, the company says. *Coffee Pot Inn*, a 15-minute musical show, also heralded the qualities of Butter-Nut on a regional network basis in the 1930's.

In 1950, television began making inroads on radio's domain as Butter-Nut's prime spokesman. But more recently the listener's medium has again unlimbered its selling voice to reclaim an important share of the coffee product's advertising budget.

"The future use of radio by Butter-Nut seems evident," says Mr. Keough, with a bow to the fresh, rewarding sound of the medium that is effectively conveying the flavor of "30 Bonus Blends" to new and old markets alike. • • •

RADIO PUBLIC SERVICE:

Legal Necessity or Boost for Business?

To build a better product, radio is urged at Westinghouse conference to intensify public interest fare. Two agency executives (see p. 58) also cite value of advertising in such programming



Donald H. McGannon, president of Westinghouse Broadcasting Co., presents third annual Paul Revere Award to Donald Stout, Pacific area manager of the American Red Cross. The ARC was chosen as the national service organization that made most effective use of local radio and tv media during the preceding year.

The most quixotic words in radio today are two—public service. Station men, apart from their legal responsibilities, long have pressed their energies to find the true place for public service programming in their total schedules. The dilemmas presented are many: Should it be sponsored? Will it win or lose audiences? Can it be done on a small budget? Indeed, what is it?

Spearheading the effort to find answers to these problems have been the three annual conferences on public service programming sponsored by Westinghouse Broadcasting Co. The latest one, the San Francisco conference, was held late last month at Stanford University in Palo Alto, Calif.

Some of the bugaboos that these sessions have helped extricate are: Public service programs can—and often should—be effective advertising vehicles; they can win listeners or provide a smaller and more responsive audience; they do not require a large, special budget to be produced; among the ingredients of radio public service are news, documentaries, panel shows, news analysis, editorials and community service projects of all types.

For agencies, advertisers and stations, the subject of sponsorship presents the most intriguing challenge. Capitalizing on the timeliness of the WBC conference, two agency executives were asked by U. S. RADIO if they thought public service programs were good advertising vehicles (see *Question and Answers,* p. 58). In both cases, the agencies have had more than the average experience with the subject.

Briefly, here's what they say:

Hal Graves, account executive, Ben Sackheim Inc., New York:

". . . Brand loyalty rests upon a clearly delineated company image which is consistently and consciously projected over a period of time. Public service programming, it seems to me, is an effective way of cutting that company-image cloth to measure."

R. H. Crooker Jr., associate media director, Campbell-Ewald Co., Detroit:

". . . A client may have as his major goal in advertising the creation of a favorable image. . . . He desires to be recognized as a public-spirited leader, wants to be known as an interested, solid participant in civic affairs. His target is good public relations. For this client—which might be a utility, an institution that deals in services, or a social, fraternal or civic organization — public service programs could be ideal."

In addition to a favorable advertiser image, the WBC conference showed the importance of public service programming in shaping a positive station image.

William Kaland, national program director of WBC, stated that a "station's image is all the component

parts of station operation put together." He urged that an end be put to "copycat-ism" and "imitative creativity." Emphasizing the theme of the San Francisco conference, Mr. Kaland declared that station management should "look at the individual" in his organization and allow for the creative process. Mr. Kaland stressed that creativity is not originality. Ideas themselves may not be original or new, he said, but through creative thinking the ultimate image of a station will be distinct. "Creativity is a process, not a product."

The way a public service format is tied in with the over-all image of a station was demonstrated by George Volger, general manager of KWPC Muscatine, Ia. Although it is the only station in this community, KWPC also competes with strong signals from nearby cities. Consequently, Mr. Volger explained that his station tries to get "very close to the listener. Public service is put on a personal basis." In fact, he declared, "more emphasis is put on basic information than on entertainment."

Getting close to the listener and making public service personal are achieved in many ways, Mr. Volger stated. "The listener becomes a real voice. For 20 minutes after each newscast, listeners can call in and comment on any aspect of the news. All national and international news is interpreted in local terms. We work very closely with schools and their problems, and even carry school luncheon menus as a guide for supper dishes. Housewives also call in for a half-hour every afternoon providing recipes. An annual cooking school is co-sponsored by KWPC," Mr. Volger declared.

The importance of getting close to the listener was also stressed by R. Peter Straus, president of WMCA New York. Facing a different competitive situation, Mr. Straus felt that the biggest problem is integrating "heavyweight informational programming" with other kinds of services.

"The people who draw the firm line between information and entertainment on radio run a great risk. For they usually are on the side of the angels—they would have more information, more education, more public service and less entertainment



Bill Losee (left), general manager of AM Radio Sales Co., representative firm, discusses news problems with J. Vincent Sheean, WBC foreign correspondent.

. . . they thus encourage a broadcaster to exercise his conscience and public sense of responsibility only a few hours a day or a week instead of all day and all week.

"And while some services are surely more important than others," Mr. Straus continued, "it is the total impact of what you broadcast that counts—call it whatever you will: Station personality, public evaluation or 'image'."

Mr. Straus also stated that there can be "no fixed limit for our public service programs. They may be 10-second spots or half-hour in-depth documentaries." He reminded radio executives that if the spot announcement reaches many people by being integrated into the over-all format, it is doing a valuable job.

Pede Worth, program manager of KCBS San Francisco, also stressed that "public service programs should not be introduced that are out of context with the rest of the program schedule." He stated that KCBS uses documentaries that often run between 35 and 40 minutes. He also cited a 55-minute Monday through Friday program called *Viewpoint*. The show accepts three-minute phone calls from listeners on any subject. A producer screens the calls for obvious reasons, Mr. Worth noted.

He declared that public service should be a combination of entertainment, news and service. "Our station image can best be described as variety programming. We want to be a station that has dignity, believability and authority. A station must constantly re-evaluate its image; it cannot stand still."

The case for the complete use of spots in public service programming was presented by Bill Ennis, program manager of KEWB Oakland, Calif. "Spots are immensely effective instruments if you know how to use them. Our image is color radio—music and news presented in an entertaining manner in a bright and colorful way. Unless you entertain a listener, you won't have him around long enough to instruct him."

News and editorializing are probably the two most talked-about aspects of radio public service programming.

Ben Strouse, president of WWDC Washington, D. C., explained his station's method of editorial presentation. "Our technique is to use one-minute editorials on a run-of-station basis approximately 10 times daily, seven days a week. We also broadcast editorials four times daily on fm. . . . We believe there are great advantages to this type of editorializing. In the first place, we are basically a news and music station. . . . We like things to be quick and direct.

"Secondly, we want to reach the most people with our editorials and the run-of-the-station, one-minute method seemed the best technique for that purpose." Mr. Strouse also stated that the editorials may range from four or five subjects in a given week to one subject treated in an editorial campaign for the whole week or more.

Edward Breen, president of KVFD Fort Dodge, Ia., advised radio executives that in choosing editorial subjects, "Don't pick only those fights that you're going to win." He stated that the program that expresses his editorial views, *It Seems to Me*, is sponsored, although it has never

(Cont'd on p. 84)

question and answers

THE QUESTION:

Do you consider public service programming a suitable advertising vehicle for your clients?

HAL GRAVES ANSWERS:



Mr. Graves, account executive, Ben Sackheim Inc., New York, *believes that brand loyalty rests upon a "clearly delineated company image." Public service programming, he says, "is an effective way of cutting that company-image cloth to measure."*

At a seminar on radio which I recently attended in New York, station management was advised to start the day with a good, hard look in the mirror. Which was one way of saying that stations must be conscious of their identity—and of the opportunities and limitations afforded by the specific "profile" that they project.

The point was well taken. But it deserves even wider application. Actually, *all* sellers of goods and services have a profile—whether it is consciously stated or indirectly projected by a company's way of doing business. When that profile becomes blurred, there's a peck of trouble ahead. Because brand loyalty rests upon a clearly delineated company image, which is consistently and *consciously* projected over a period of time.

Company-Image Cloth

Public service programming, it seems to me, is an effective way of cutting that company-image cloth to measure. Studies on the "added value" principle and some excellent motivation research reports prove that this is so. Forgetting them for a moment, let me say that my own belief on the subject has been proved in the toughest test-market of all—the actual purchase and placement of time and space in the public service area for clients with varying background and business.

I've set down three principles that govern my selection—and recommendations—for public service programming. These are: 1) The show must fill a need for the greatest number of listeners; 2) the show must entertain; 3) the show must have an echo—that is, it must be promoted and merchandised *before* and *after* it hits the air.

Probably the most outstanding new network radio show in the public service area during the 1958 to 1959 season was *The Hidden Revolution* sponsored by Nationwide Insurance of Columbus, O. (agency—Ben Sackheim Inc.). This show received a George Foster Peabody Award and the National Association for Better Radio & Television chose it as the "best new radio program" for the year.

The Hidden Revolution filled a need for the greatest number of listeners. It was based on the belief that change creates problems—social, human, political. In an effort to better understand these problems, the staff of the Public Affairs Department of CBS News (with Irving Gitlin—one of the "greats" of documentary broadcasting at the helm) prepared a series of six special actuality reports.

Did *The Hidden Revolution* entertain? Apparently it did. Reports were narrated by Edward R. Murrow. They featured top scientists, sociologists, government and military leaders. It was an ambitious series—and an important one.

Comments came in by the thousands. My files are full of letters from people in all walks of life—truckdrivers, businessmen, housewives, educators, government officials. They wanted transcripts of each program. *Most important, many wanted to know more about the advertiser that had made this program possible!*

What about promotion? In order to build the largest audience possi-

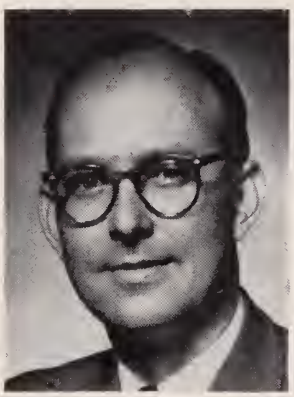
See *Legal Necessity or Boost for Business?*, p. 56

ble for Nationwide sponsorship, promotion was concentrated in the following areas: 1) Network on-the-air; 2) local on-the-air; 3) newspaper advertising; 4) special local exploitation; 5) activity among dealers (or agents) and company policy-holders.

Believe me, there was an "echo" here. We even exploited the series to such organizations and institutions as The League of Women Voters; schools and colleges; libraries and civic clubs. Stations also featured the series in lobby displays, on billboards and on car-cards.

The Hidden Revolution speaks for itself. It's only one example of the power of radio advertising. One example of the way that a *low-cost, localized* medium can do mighty big things for a client. But public service sponsorship in this medium requires an agency creative enough to suggest—and a client bold enough to accept—a shift of emphasis and release of new forces in the advertising format.

R. H. CROOKER JR. ANSWERS:



Mr. Crooker, associate media director, Campbell-Ewald Co., Detroit, *believes that if a client has as his major goal the creation of a favorable image — good public relations —"public service programs could be ideal."*

Any recommendation to a client concerning public service programs hinges on too many factors to permit an unqualified reply.

The nature of the client must first be considered and the type of program has a definite bearing on the decision.

Some advertisers, by their nature and their products, would find panel discussions, documentaries and similar programs excellent advertising buys. Other clients should be steered away from public service shows.

For example, a client may have as his major goal in advertising the creation of a favorable image in his community. He desires to be recognized as a public-spirited leader, wants to be known as an interested, solid participant in civic affairs. His target is good public relations.

For this client—which might be a utility, an institution that deals in services, the manufacturer of raw materials, or a social, fraternal or civic organization — public service programs could be ideal.

On the other hand, the client who is interested in delivering a hard hitting sales message to a large number of people should be guided elsewhere. His aim is the mass audience and public service programs seldom attract great numbers of listeners. This client's sole purpose is to influence people to buy his products. He is not primarily concerned about selling his organization.

There are occasions, however, when the public service program is of broad general interest and has great drawing power. This presents an exception to the rule. Dual objectives are accomplished — good public relations and contact with a mass audience.

Other considerations must also be taken into account.

Stations in farming communities often program to the farmer. Stock quotations, weather reports and crop information make for public service programs in that area. The client with a product used in agriculture might find such a schedule ideal for his purposes for he is reaching just the audience he wants.

Thus, it is obvious public service programs can play an important role in advertising. But the extent depends on the advertiser, his product and the nature and type of the program itself. • • •

A Quick Glance At People, Places And Events Around Radio-Land



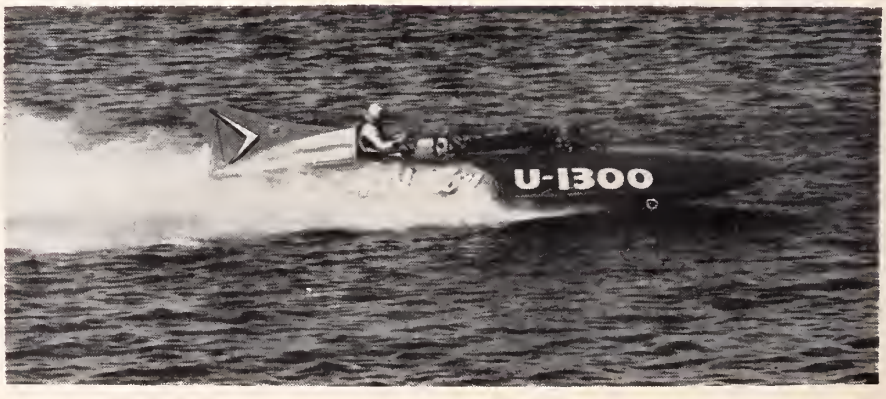
THE "BIG WHEEL" of KDKA Pittsburgh proved to be disc jockey Bob Tracey (left), whose winning effort in a station bicycle race at the Allegheny County Fair earned a trophy. Losers, Clark Race (center) and Carl Ide, got pies in the face.



HIGH LIVING for WKMI Kalamazoo, Mich., disc jockey Vince Ford launched station's promotion at county fair. Mr. Ford dwelt on top of 65-foot pole for six days, and broadcast his show from this high perch, too.



TOP BRASS of WABC New York turn out to provide welcoming spirit for station's new music and news policy that features "greatest sounds of all time" and 10-minute news in-depth each hour. Left to right: Barry Geoghegan, WABC sales manager; Ben Hoberman, general manager; Arthur McCoy, executive vice president, John Blair & Co., and John Blair, representative firm president.



STATION'S SPEEDBOAT is the "KOL-roy," one of two vessels sponsored by KOL Seattle in the recent Gold Cup races. This was part of station's new "listener activity integration" experiment, designed to boost listening audience.



RECORD PRESENTATION by KONO San Antonio to the Brooke Army Hospital consisted of 35,000 records—KONO's entire 78 RPM collection. Platters were given to KBAH, a closed-circuit station broadcasting to the hospital. Taking part in the ceremony are (left to right) Jack Roth, KONO manager; Private McAdoo; Eugene Roth, president of KONO, and Greg Winter, KBAH representative.



DEDICATING A PLAQUE to the memory of Walter G. Paschall, WSB Atlanta executive, is Cecil Alexander (right), chairman of Citizen's Advisory Committee, who makes presentation to William B. Hartsfield (left), mayor of Atlanta. Looking on are Marcus Bartlett, WSB-TV general manager, and Mrs. Paschall. The plaque will be placed in one of city's new housing projects, replacing a slum area.



HISTORIC MICROPHONE used on many early-day network shows is presented by Julian Goodman (left), director of NBC News and Public Affairs, to the Senate Interstate & Foreign Commerce Committee, which will place it on permanent exhibition. Examining it are Senator Warren G. Magnuson (right), committee chairman, and Senator John Pastore, chairman of group's communications sub-committee.

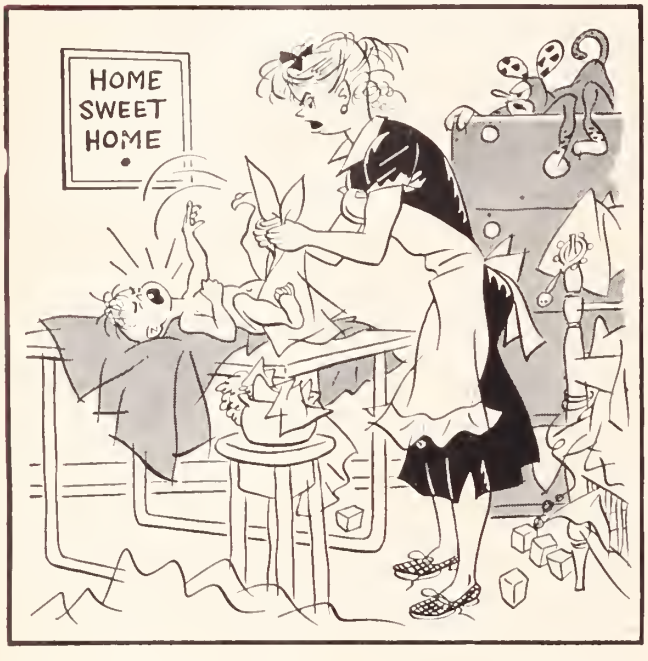


BREAKFAST TRAY is served by Chris J. Stolfa, KCMO-FM Kansas City commercial manager, to Kansas City Mayor H. Roe Bartle. The city's top advertising executives all received trays from the station as part of the promotion of its new quality morning radio service.



ANIMAL SERVICE is provided by Johnny Wilcox, KLZ Denver disc jockey, who uses his show as a tracing agency for strayed pets. He gives announcements of the missing animal's description and in addition also helps place "parakeets, cats, dogs and aardvarks" in homes.

PEOPLE work–play–*LIVE* by RADIO!





WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PINNING or primping, radio entertains and informs her — even when she can't take her eyes from the job at hand. There's no time to interrupt her daily chores for reading or viewing. Radio sells *more economically, more completely, more often.*

WHO is the big-audience radio station in Iowa. It is *aggressive, alert, alive* — and it invests tremendous amounts of time, energy and money to attract and *keep* the big audience.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience — first place in every quarter hour surveyed — the balance being divided among 88 other stations!

You can SELL "Iowa Plus" through WHO Radio — where you get the very best programming in the State. Ask your PGW Colonel for the details on Iowa's believable, big-audience station.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

Col. B. J. Palmer, *President*
P. A. Loyet, *Resident Manager*
Robert H. Harter, *Sales Manager*

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., *National Representatives*



Khrushchev's Visit Taps Radio Resources

Stations' community voice sounds out public reaction to visit and follows Premier's travels across the country



Russian leader steps before one of the many microphones he saw on his visit to America.

Echoing the nationwide interest in the Nikita Khrushchev visit to the United States, radio stations across the country responded with timely and thought-provoking public service commentaries and projects, as well as extensive news coverage. Activities can be divided into four general areas: Sifting public opinion; station opinion in the form of "open letters" to the Russian Premier; invitations for Khrushchev to speak over radio to the people of this country, and live and tape news reports.

Public opinion surveys, designed to find out how radio listeners felt about the visit, have been reported by four stations—WRCV Philadelphia, WDRC Hartford, Conn., KOIL Omaha and WMCA New York.

For 10 days, WRCV surveyed its listeners on the question: "Should Nikita Khrushchev visit Philadelphia?" The station points out that no prize was offered, "only an opportunity to speak up and be heard on a matter of community concern." Known as "Opinion," this public service feature resulted in 1,144 responses from interested radio listeners.

Of the responses received, 65.5 percent—749—opposed the Philadelphia visit, while 34.5 percent—395—favored it.

WRCV says that the U. S. State Department has accepted for review by its Division of Soviet Affairs the cards and letters from its listeners.

WDRC queried its audience on the visit to this country using taped interviews. Russ Naughton, WDRC chief announcer, obtained the responses in the station's mobile unit. "The vast majority of those interviewed say that they do not approve of the Premier's policies, but feel that his visit to this country could

do some good and might ease international tension," he states.

The station aired these "samplings" of Hartford opinion on its news programs throughout its entire programming schedule, according to WDRC.

KOIL conducted a public opinion poll that concerned the invitation for Khrushchev to avail himself of the station's facilities in Omaha. The station points out that "Ninety-nine percent of the comment had been extremely favorable."

WMCA invited its listeners to send a letter of 100 words or less telling what they would say to Premier Khrushchev during his visit. The winner of the "What Would You Write To Mr. K.?" contest, a college student, received an all-expense paid trip to Washington D. C., next January. She will have a seat in the Congressional Gallery for the State of the Union address at that time, according to WMCA.

The open letter projects—written on behalf of stations or listeners, depending upon the particular situation, were reported by four stations —WNEW New York, KDKA Pittsburgh, WERE Cleveland and WWDC Washington, D. C.

As special editions of WNEW'S *News Closeup,* the station broadcast six "Open Letters to Nikita Khrushchev," which were heard Sunday evenings up until the time of the visit. These "letters" informed the Premier of the "significant events of the week in an attempt to increase his understanding of the American people."

Written and narrated by Martin Weldon, WNEW director of news and special events, the programs included discussion of such topics as: The integration of schools in Little Rock; the eight American things President Eisenhower thinks Khrushchev should see in this country; juvenile delinquency on New York's West Side, and Labor Day.

WNEW states that the "open letters" received official endorsement from the State Department, which said: "This series is an exciting example of radio journalism, and programming initiative at its best."

KDKA, through its *Program PM,* provided its listeners with an opportunity to write open letters to Khrushchev. John Stewart, the program's host, asked his audiences to "pen their thoughts to the Russian leader—telling him what they think he should know about America or other topics."

According to KDKA, the most interesting letters were read over the program during the weeks preceding the visit. All of the mail was to be given to Khrushchev upon his visit to Pittsburgh.

WERE's news and editorial writer, Bill Jorgensen, was aboard the press plane which followed Khrushchev throughout his trip. Beeper phone news reports were aired three times a day. In addition, a daily editorial, *One Man's View,* and other feature material were taped by Mr. Jorgensen for use by WERE with one day's delay.

An editorial, in the form of an open letter to Premier Khrushchev, was presented as part of an editorial

NOTHING LIKE IT ANYWHERE !
in MINNEAPOLIS- ST. PAUL
WPBC ADULT RADIO WINS
fame & high ratings
WITH AWARD WINNING
PERSONALITIES
and*

ADVENTURES IN... BETTER
music
news
ideas
thought
sound

*WPBC
ADULT RADIO
DIAL 10 or 100
WILLIAM V. STEWART, PRESIDENT
NATIONALLY: DAREN F. McGAVREN COMPANY, INC.

series to the WWDC audience by Ben Strouse, WWDC president. In the letter, Mr. Strouse asked the Premier to "Observe us as though you had never heard of the United States of America before. In this way our faults and our virtues—whatever their balance—will be readily apparent." Other editorials in the series gave an evaluation of the visit.

Invitations to Nikita Khrushchev to use radio facilities to speak to the American people were sent to the Premier, according to reports from WPEN Philadelphia, KISN Portland, Ore., WICE Providence, R. I., and KICN Denver.

In a formal letter sent to Moscow, Ted Reinhart, producer of the *Frank Ford Show* heard over WPEN, told Khrushchev that he sincerely hoped "that if your American travels bring you into Greater Philadelphia, we may have an opportunity to give you our facilities to talk to all Philadelphians and have them talk to you."

The letter pointed out that the program is an "electronic town meeting," with listeners talking on the air via telephone to prominent guests which include U. S. Senators and Congressmen, business leaders and internationally famous people.

KISN sent a telegram to the Soviet Embassy in Washington inviting Khrushchev to visit Portland and make use of the station's broadcast facilities "to speak to the people of the Pacific Northwest."

A letter from the Soviet Embassy to KISN General Manager Charlie Vais thanked the station for its invitation. According to the station, the letter noted that "since Portland has no been included in . . . Khrushchev's itinerary, it will be impossible for him to accept your kind invitation."

WICE extended an invitation to the Russian Premier to appear on the station's forum show, *State Your Point*. The request pointed out that the program would be the best way for Khrushchev to learn the opinions of many Americans in the Providence area.

KICN executives invited the Premier to include Denver on his trip and to visit and inspect the station's facilities and use these facilities to address the people in the Rocky Mountain area. In a letter to the KICN news department, which initiated the invitation, Mikhail A. Menshikov, Soviet Ambassador to the U. S., stated that it was impos-

(Cont'd on p. 66)



BASKETS AWAY –

stop hiding your sales story!

BARNABY and Associates, Promotion and Research Specialists, offer creative and production planning assistance for preparing your sales story—put together in the way your prospects want to get it, assembled so it will be remembered and saved.

Presentations • Direct Mail • Meetings
for your own production or with B & A supervision

BARNABY and ASSOCIATES
414 East 50th St., New York 22, N. Y. • MUrray Hill 8-2399

RESEARCH — FOR WHAT TO SAY | PROMOTION — FOR WHAT TO DO ABOUT IT

WRITE TODAY or save this announcement for reference

B & A experience and knowledge available for individual projects, or on continuing basis—Liaison with New York and Chicago research and production sources.

Hot Springs, Ark.
Pop. 33,800

is larger than

Midland, Texas
Pop. 64,700
in General Merchandise Sales

La Crosse, Wisc.
Pop. 79,700
in Drug Store Sales

Sheboygan, Wisc.
Pop. 91,900
in Apparel Store Sales

Ask Us "Why"

KBHS

Arkansas' Greatest Coverage

5000 watts at 590 kc

113 Third St., Hot Springs, Ark.



A "Handy" Way To Buy The Best in Birmingham

Ask C. E. Hooper or The Pulse or Anybody in Alabama

National Representative:
Venard, Rintoul & McConnell, Inc.
Southern Representative:
James S. Ayers Company

WSGN
6

sible for Khrushchev to visit Denver as it was not on the itinerary.

Live and tape news coverage by many stations provided complete news descriptions for their listeners, according to reports from stations.

Sydney E. Byrnes, president and general manager of WADS Ansonia, Conn., "beep-phoned" all the Khrushchev stories for hourly news broadcasts and followed these with a summary of each day's events.

WTIC Hartford, Conn., coverage included a series of evening programs entitled "Khrushchev in America." These consisted of rundowns of the Premier's day-by-day activities, and commentary by NBC news analysts.

KCMO Kansas City, Mo., reports that Jim Monroe, news director, made the entire trip with Premier Khrushchev, and provided daily newscasts on the visit.

On-the-spot news coverage by WTOP Washington, D. C., newsman, Roger Mudd, resulted in daily reports direct from the scene. These were heard on the *News at Noon* and *News at Six* programs.

WMGM New York states that it had its mobile unit in the Khrushchev cavalcade in New York. Also, the station assigned its "minuteman," Bill Edmonds, and newsman Alan Jonas to cover the visit.

Harvey Tate, news director of the Plough Inc. radio stations, was a member of the newsmen group accompanying the Russian Premier. His reports were fed to the Plough stations.

WBAL Baltimore interrupted its afternoon programming to bring its listeners the on-the-spot Khrushchev address to the United Nations.

WINS New York coverage of the visit included reporters at every event of the Premier's schedule in the city, and the station's mobile unit followed the motorcade, according to WINS. Music programs were interrupted for live reports of the tour.

KMPC Hollywood reports that its "complete fleet" of mobile units covered the visit and activities of the Russian leader in Hollywood. Also, KMPC airwatch helicopters picked up the official plane as it approached Los Angeles and reported its progress. • • •

"NATURALLY, I LISTEN TO KFWB"

"For satisfaction from a perfect, precision machine that makes a winner, give me sportscar competition.

In broadcasting, that same precision . . . perfectly tuned . . . comes through to me with KFWB . . . so, naturally, I listen to KFWB."

The KFWB audience gives you more men, women, children . . . more everybodies . . . than any other Los Angeles station. Buy KFWB . . . first in Los Angeles.



6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

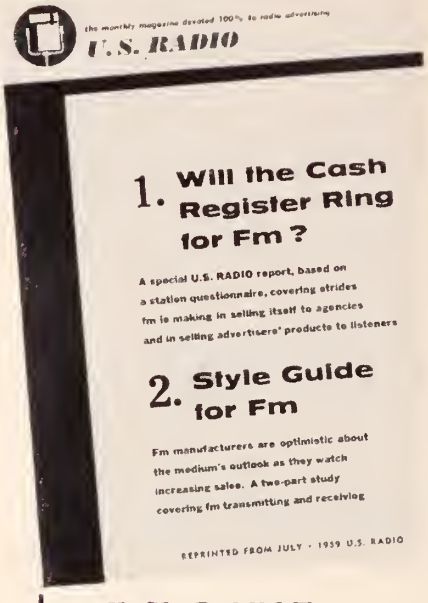
TALK ABOUT COMMUNITY ACCEPTANCE

WTAC has more listeners than all other stations serving Flint combined.

52.9% all-day average

SEE YOUR HOLLINGBERY MAN!

THE BIG STATION
WTAC
FLINT, MICHIGAN



NOW . . .

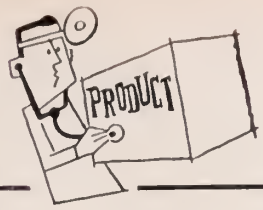
Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.

HOMETOWN U.S.A.

commercial clinic



BOAC's Fm Show Predisposes Listeners to Soft Commercials

British Overseas Airways Corp., which operates jets on a world-wide basis, is sponsoring in five American cities over fm outlets a weekly half-hour program designed to infiltrate a subtle sell on its own behalf.

While the actual commercials are confined to three of the 30 minutes, the show has been formatted throughout to predispose listeners in favor of three things: Travel, airplanes and BOAC.

Called *Highway to the World,* the program features music from all over the globe and chat by Don Spark, British emcee. It is currently being aired on tape over two New York stations and one outlet each in San Francisco, Boston, Detroit and Chicago.

Where *Highway* differs from standard music and talk shows is in its many faceted approach to impressing the sponsor's image upon the public.

According to Ford King, vice president and BOAC account supervisor, Victor A. Bennett Advertising, New York, "We consider the show a frame into which we insert a picture from time to time—i.e., our commercials. Consequently, we have designed the 'frame' to fit and set off these messages, which all have the same basic theme—BOAC service in its many forms."

To accomplish this end, the client and agency decided that *Highway*—which has been broadcast since July—should take each week a single theme around which to build both its musical selections and Mr. Spark's remarks. These themes are conducive to global thinking and, BOAC hopes, to global trotting as well.

For example, if children were the topic of the evening, music about the small fry of different countries would be played, footnoted by commentary from Mr. Spark. Two of the commercials would be integrated into the theme and might discuss the service given to youngsters by BOAC stewardesses of all nationalities.

The remaining commercial comes near the close and is broadcast live by a local announcer in contrast with the other two minutes which are narrated by Mr. Spark on tape.

The purpose of the minute-long announcement is to permit information about BOAC services and flights pertaining to the particular city.

Specifically, the *Highway* format breaks down like this: Taped 30-second introduction to the show and the week's theme; music; commentary; taped minute message relating to the topic; music; minute live local announcement; music, and 30-second taped close.

Mr. King feels that choosing a central rallying point for the entire program lends unity and cohesion to *Highway,* and also in this case avoids the "tired old travel program format of visiting a different place every time."

In addition to the emphasis on far away places in general and BOAC in particular, air travel itself is given a gentle boost because of the quick musical shifts from one country to another—the implication being that the only way to do the same thing yourself is by plane.

An example of the middle commercial being built around the theme of the entire program is the following:

> You know, deciding which airline will fly you to a vacation abroad is rather like choosing a favorite restaurant. Naturally,

(Cont'd on p. 68)



● Want a greater cumulative audience for your saturation spot campaign? Like to get more attention . . . pull a bigger response to your program . . . increase sales?

Then check WFBM first—*where every minute is a selling minute!* Greater program variety means more pulling power . . . gets more audience turnover hour after hour.

Ask us how WFBM can sell for you in this big, rich midwest market!

Represented Nationally by the KATZ Agency

HOOPER and PULSE AGREE:

WPON PONTIAC

DOMINATES THIS IMPORTANT PART OF THE DETROIT METROPOLITAN AREA

H.U.R.	WPON	B	C	D	E
25.3	37	17	14	10	8
23.3	30	17	16	9	9

(Top row: 6 A.M. — 12 Noon)
(Bot. row: 12 Noon — 6 P.M.)

PULSE—JAN. '59

	WPON	B	C	D
7 A.M. 12 P.M.	39	24.1	11.9	10.0
12 P.M. 6 P.M.	46.5	14.0	8.1	5.4

HOOPER—MAY '58

WPON

PONTIAC, MICHIGAN

CONTACT

VENARD, RINTOUL & MCCONNELL, INC.

For Results In Lansing Mich. . . . it's

NBC • CHANNEL 10

WILS

STUDIOS IN LANSING JACKSON BATTLE CREEK

5000 WATTS THE MARKET'S NO 1 STATION

affiliated with WPON-PONTIAC CONTACT VENARD, RINTOUL & MCCONNELL INC

910

CLINIC (Cont'd from p. 67)

you will prefer a place that is comfortable and relaxed. Where the food is excellent. And the service perfect. This is why so many particular people, when they fly to Europe, choose B.O.A.C., British Overseas Airways Corporation. If you are used to the courteous attention of a top-flight dining room staff, you'll feel quite at home in the cabin of a B.O.A.C. jetliner. You'll find the British-trained stewards and stewardesses schooled to give the individual attention you expect. Whether you travel Economy Fare, Tourist or First Class... B.O.A.C. cabin-staff are specially trained to look after you. And look after you they do! So remember, if you like fine service and extra comfort when you fly, always insist your Travel Agent books you B.O.A.C., on the planes of British Overseas Airways Corporation!

The airline and its agency are also counting on this international approach to help counteract the impression they believe is prevalent in the public mind that BOAC is purely a British-based airline. Evidently, according to Mr. King, people think of BOAC for U. S. to Great Britain flights, but sometimes forget that the company flies all over the world as well.

Highway to the World does not confine itself to classical music and likes to contrast not only several nations in the same half-hour, but also several types of music.

It also tries to maintain a lively, informal pace and often adds a touch of humor to the commercials, according to Mr. King.

"We are avoiding as best we can the didactic musical travelogue," he asserts, "and hope we are appealing to the curious, expansive minds of the better-educated, better-heeled Americans who our research shows do much of the international traveling we sell." • • •

OPPORTUNITY FOR A SALES REPRESENTATIVE

U. S. RADIO now has need for a national sales representative. If this man has a proven sales record, lives or could live in New York, is willing to travel, and welcomes the challenge of building a sales organization, he should write U. S. RADIO with full information about himself and his experience.

WRITE:

PUBLISHER
U. S. RADIO
50 West 57th St.
New York 19, N. Y.



mantle of spot

National spot has become
a full-fledged BASIC medium,
each year enveloping
more and more
of advertisers'
total marketing strategies.

And for the best of reasons:
the spot medium best enables you
to concentrate advertising
in markets where opportunities
are greatest for your product category,
and at the same time,
bolster brand weaknesses
in specific cities.

H-R too, has acquired a new mantle —
the TOTAL SERVICE policy,
which assures represented stations
that a variety of research, promotion
and programming services
are at work building
future **sales** —
both national and local

H-R *Television, Inc.*
Representatives

**"We always send a man
to do a man's job"**

New York
Chicago
San Francisco
Hollywood
Dallas
Detroit
Atlanta
Houston
New Orleans
Des Moines

station log



News:

Evidence of editorial results is reported by KLIF Dallas—and another outlet, WIST Charlotte, N. C., has inaugurated an editorial service.

KLIF states that following its "all-out editorial barrage" reprimanding the Dallas City Council for its "closed door" secret sessions, the council reversed its established policy. By a five to four vote, it "threw open its doors to the press."

In his editorial campaign, Gordon McLendon, KLIF president, told the station's listeners that "such secret meetings are exactly what Americans *do not* stand for."

WIST has launched *WIST Speaks*, which will present the station's "on-the-air expression of opinion on matters of public interest." Plans are for one editorial to be broadcast each week, but, according to the station, "there will be occasions when the importance of the news will dictate two, three or even more editorials in a week."

Public Service:

Realizing the increasing death rate due to traffic accidents, the Rhode Island Broadcasters Association, KXOK St. Louis, WMCA New York and KXL Portland, Ore., report they have begun campaigns to impress listeners with safety precautions.

The RIBA has come out in favor of the purchase of broadcast time for traffic safety projects "provided the desire of the state purchasing agency is to assure specific schedules and to pre-select times of spot announcements." The association is made up of 13 member stations in the state (11 radio, 2 tv).

KXOK held a two-day "Salute to Safety" early last month, with 2,000 safety balloons being released at 16 points in the Greater St. Louis area. Each of the balloons contained a safety slogan, and two in every batch of 100 balloons carried certificates entitling lucky persons to one of 50 prizes.

WMCA established a series of safety announcements aimed at motorists during the peak traffic times. The station used actual children's voices, with an appeal to drive carefully.

The KXL safety project featured "Operation Hazard Cut." The station ran announcements throughout the day asking listeners to report traffic hazards that existed in their area. KXL states that it received over 500 cards and letters, which the station turned over to the Portland Traffic Safety Council.



Among those present at the recent Storz' Managers Meeting in Chicago were (standing, left to right) G. Richards, dir. of programming; H. Dolgoff, general counsel; R. Tilton, dir. of engineering; J. Sampson, gen. mgr., KOMA Oklahoma City; C. B. Clarke Jr., gen. mgr., WDGY Minneapolis, and (seated, left to right) F. Berthelson, v.p.-gen. mgr., WTIX New Orleans; T. Storz, pres.; G. W. Armstrong, exec. v.p.-gen. mgr., WHB Kansas City, and J. Sandler, v.p.-gen. mgr., WQAM Miami.



"Big Johnny Reb" directs traffic to Columbus from every direction as part of a promotion campaign by WDAK Columbus, Ga. Twenty-seven of these "highway bulletins" invite residents and tourists to listen to the station.

WEMP Milwaukee reports that it recently became the first station in four years to win the two "Millie" awards presented by the Milwaukee Recorded Music Industry for outstanding public service. Besides the station being recognized, it announces, Tom Shanahan, WEMP disc jockey, was honored for performing the most outstanding public service job among Milwaukee disc jockeys in the preceding year.

Programming:

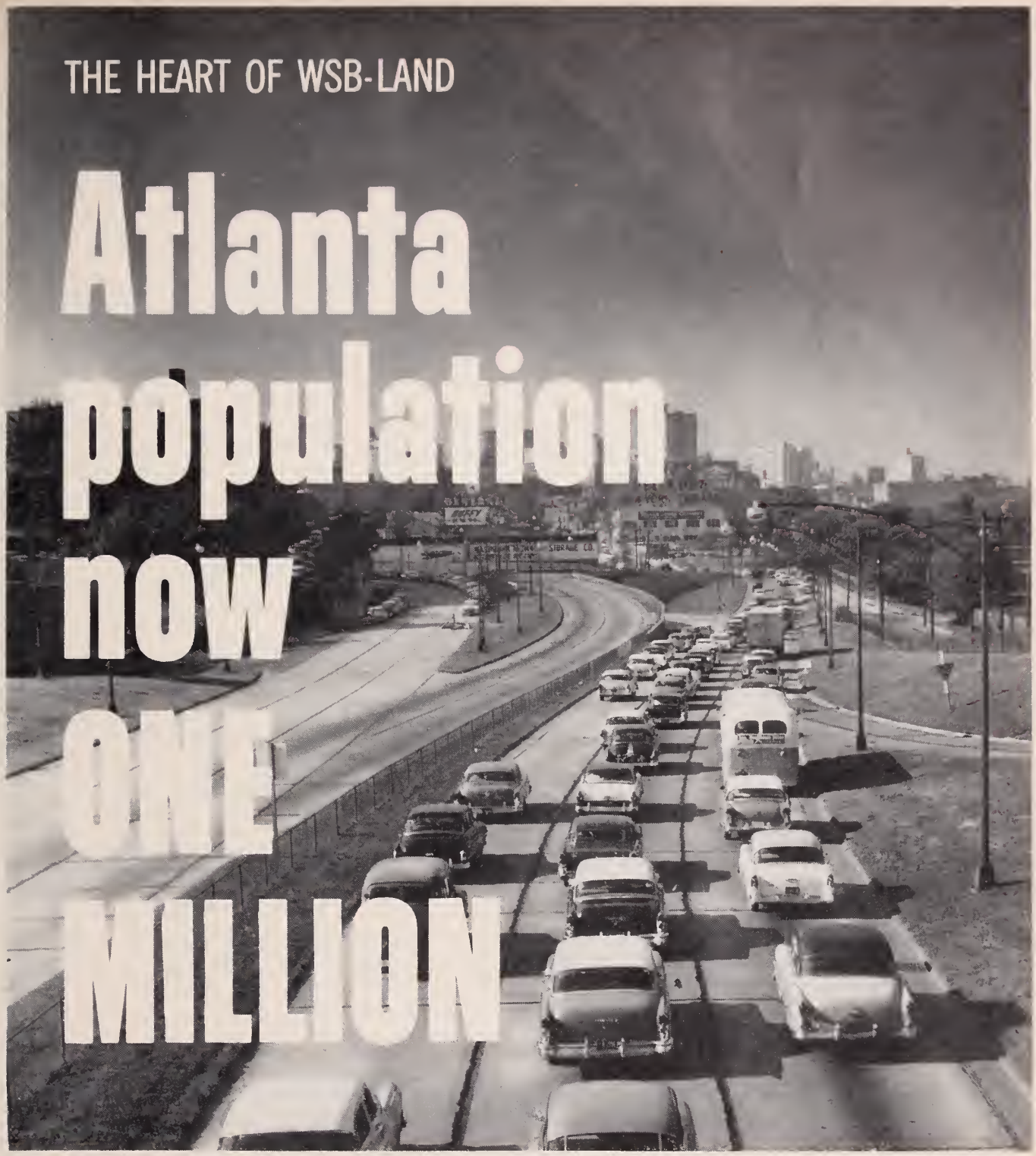
By mid-fall, the Hawaiian Islands will have a "24-hour personality and charm broadcasting service." An all-girl radio station, run by female inhabitants of the islands, will begin operation. The station, KNDI, will use the slogan, "Candy, the sweetest sound in all the Hawaiian Islands."

WLIS Old Saybrook, Conn., has inaugurated a new programming format, "Abstract." According to the station, the concept divides the average day into half-hour segments, which are divided at the hour by world and national news, and at the half-hour by local news and the weather report. WLIS points out that since no particular type of music is assigned to any time slot, the result is well-balanced segments.

Radio Activity:

Anniversary celebrations are the order of the day for six stations—KNX Hollywood, celebrating its 39th last month, WWJ Detroit, 39, WWRL Woodside, N. Y., 33, occurring at the end of August, WPTF Raleigh, N. C., 35 last month, WKNE Keene, N. H., 32, and WEEI Boston, celebrating its 35th.

In association news, John Vath Sr., WWL New Orleans, elected president of the New Orleans Radio Broadcasters Association, and Ralph N. Edwards, WWGS Tifton, Ga., elected head of the Georgia Association of Broadcasters. • • •



There now are one million men, women and children in Metropolitan Atlanta. Or by the time you read this, perhaps more. Newcomers are arriving by plane, train, car and stork at the rate of 516 per week.

Atlanta is the dynamic, hard-working, good living heart of that vast region served and sold by WSB Radio. We invite you to share the rewards of this great and growing market's present and future.

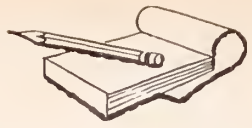
ATLANTA'S

WSB-Radio

The Voice of the South

Affiliated with The Atlanta Journal and Constitution. NBC affilate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton

BPA memo



Listeners Find Key To Station Promotion

The key to the latest promotion campaign by WITH* Baltimore was for listeners to find the missing ignition key to a 1959 Chevrolet Kingswood station wagon—and get the car as a prize.

Each day, for 10 days, the key was hidden in a different location, and each day's clues were broadcast at 15-minute intervals throughout the day. The station says that there were "six clues a day in rhyming couplets."

Kicking off the campaign, WITH ran an 1,800-line newspaper ad in the Sunday papers and followed this with teaser spot announcements. With the station being "123 on the dial," the theme of the campaign was "1-2-3—Find the key."

WITH also used giant outside bus cards on city transit lines to advertise its missing key contest. A model car, supplied by the participating dealer, also toured the main streets of Baltimore. Such areas as the city's parks, supermarkets and waterfront were covered in the search. The key was finally discovered on the 10th day.

Holiday Trip Promotion Takes Listeners to Hawaii

An "Hawaiian Holiday" for two weeks with Doug Arthur, WCAU* Philadelphia personality, was offered to the station's listeners at an all-expense cost of $765 per person. For almost three months, Mr. Arthur promoted the trip, mentioning various highlights each day on his 11:05 a.m. to 12 noon and 3:30 to 5:20 p.m. programs. During that time, the station turned over 913 leads from persons who wanted more information on the trip to the Main Line Travel Service of Bala-Cynwyd, Pa., on behalf of Northwest Orient Airlines. A "Hawaiian Holiday" folder was sent to each person. Out of the 913 leads, 36 were converted by the travel agency into sales—totaling $27,540.

Station Buries Its Most Loyal Fan

KOMA Oklahoma City states that it "is the only station ever to talk directly on the air to a man in his grave"—and the man is its most loyal listener.

Seeking to find its most loyal fan, KOMA turned up a 36-year-old Cherokee Indian named Wachickanoka, who stated that he would be buried alive with deadly snakes "until everyone in Oklahoma City listens to KOMA." At press time, the station reports, the Indian had been in his "grave" for three weeks with 10 deadly diamondback rattlers, five cottonmouth water moccasins and one South American boa constrictor.

KOMA states that over 15,000 listeners have visited the grave to "pay their respects." The grave is equipped with a foam rubber mattress, five pillows, two electric fans, two light fixtures and a telephone. There's a prize of $1,000 to the person who can guess how long Wachickanoka remains buried.

Listeners Win Cars For Hearts and Kisses

Two stations—KOIL Omaha and KICN Denver—are offering automobiles to their listeners in recent "hearts and kisses" contests.

The KOIL promotion, "KOIL Teen-Car Contest," asks teenagers to estimate how many hearts and kisses have been painted on the "teen car" by the station's disc jockeys. The boy or girl who comes closest to the exact number will receive the car as a prize.

The KICN "Jalopy" contest offers its listeners a chance to win a 1953-model automobile. The car, which is painted with numerous hearts and lips, according to the station, is riding the streets in the Denver area. The person who comes closest to guessing the number of red hearts and lips on the car will win it as a prize.

Included in the "Jalopy" promotion is the distribution of free "kookie" hats, imprinted with the KICN call letters and the station's frequency. At every stop made by the "jalopy," these hats are given out to onlookers.

Homesick Listeners Hear Voice From Home

Hometown greetings are being delivered to many former residents now living in the nation's capital by disc jockeys from communities throughout the country in a project conducted by WWDC* Washington, D. C.

WWDC's "Voice From Home" messages, from smalltown as well as large city radio disc jockeys, are aimed at its "constantly increasing audience of temporary and permanent residents making a 'second home' in the nation's capital."

The station felt that since many of the newcomers are often homesick for the folks they left behind, the friendly and familiar voices of favorite hometown personalities would be welcomed.

WWDC states that the idea has met with the approval of the other stations, who have sent the requested tapes of "welcome" without delay. Also, points out WWDC, there have been requests for return greetings from its own personalities.

Alarm Clock Service For Radio Audience

Listeners to the *Mike Woloson Show*, 7 to 10 a.m. on WNTA* Newark, N. J., are being provided with a "Wake-Up Service" by the program's host. Persons wishing to get up at a specific time in the morning have been requested to mail in a postcard and register, just as in a hotel, with the station.

This "desk service" results in a personal telephone wake-up call from Mr. Woloson at any minute desired. The station points out that "As with the better hotels, there is no charge from WNTA for the service." Mr. Woloson adds: "Now, all that I have to do is figure out a way to get these people to listen to my radio show once I pull them out of bed."

• • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).



"Brennan in for WGN"

Terry Brennan, former All American and head coach from Notre Dame, is "color man" on WGN Radio's Midwest College Game of the Week* this fall—another example of that "something extra" which Midwest listeners have come to expect from WGN Radio.

Other "extras" are • On Cubs' baseball, former player-manager, Lou Boudreau • On Bears' Pro Football, former all-star pro guard, George Connor • Greatest all-round sports staff in the nation composed of veterans Jack Brickhouse, Vince Lloyd, Jack Quinlan and Lloyd Pettit.

Add to this the best in music, public service programming and top personalities—it's no wonder WGN Radio reaches more homes than any other Chicago station!

**Sponsored by General Tire & Rubber Company and Oak Park Federal Savings & Loan*

WGN RADIO—CHICAGO

THE GREATEST SOUND IN RADIO

STANDARD
Super
SOUND EFFECTS
Now available exclusively through
MP-TV SERVICES INC.
An affiliate of
RADIO RECORDERS
7000 Santa Monica Blvd.
Hollywood, California
The accepted leader for 25 years, STANDARD RADIO SUPER SOUND EFFECTS, JINGLES, AND COMMERCIAL AIDS, are now added to Radio Recorders AUDIO AIR CHECK for a complete service to broadcasting and allied industries.
FOR INFORMATION
HOllywood
3-3282

CCA TREMENDOUS SUCCESS

In a letter to Phil Peterson, Eastern Division Manager of CCA, Jim Delbridge, Commercial Manager of WBTA, Batavia, New York said: "that the result of WBTA's first CCA Campaign was a tremendous success; Clients were happy, the Women's Clubs, and naturally WBTA, too.



Jim Delbridge

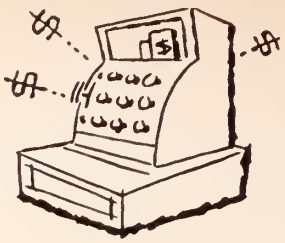
"We are looking forward to our second Campaign about January, and an even bigger and better success than the first.

"CCA will make money for you, and give you a premium Community Service program at the same time—every time!"

COMMUNITY CLUB AWARDS
20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466

HOMETOWN, U. S. A.

radio registers



SAVINGS AND LOAN

Humboldt Federal Savings & Loan Association, Eureka, Calif., ran a week-long saturation campaign promoting its sixth anniversary open house party over KINS. It then continued the drive throughout the three-day event. KINS prepared four musical jingles as lead-ins for all announcements of the saturation schedule, which included 10 one-minute announcements daily and 15 time-weather signals daily, according to the station. The bank awarded cash prizes, and also offered premiums for new savings accounts opened. The station states that the bank received 842 new accounts in three days. Humboldt Federal has ordered 56 announcements a week, says KINS, for the remainder of the year.

CAR DEALER

Gallagher Motors, London, Ont., ran a four-day teaser campaign followed by a three-day spot promotion for its used cars over CFPL. From Sunday through Wednesday, the firm used 10 teasers per day. The spot portion featured 10 per day, Thursday, Friday and Saturday, with remote broadcasting for three and one-half hours on Friday and 11 and one-half hours on Saturday. The station reports that the total advertising cost was $790 and the car dealer sold 78 cars on Friday and Saturday.

HOME BUILDER

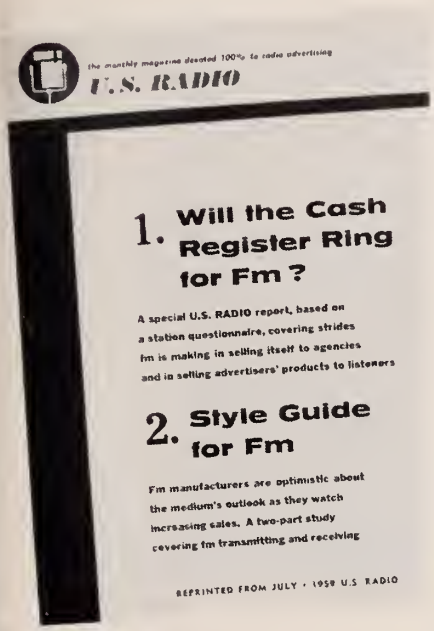
Perfection Homes, a pre-fabricated home building company in Shenandoah, Ia., recently ran a one-month campaign over KMA promoting its new concept, "panelization." The 30-day promotion featured 40 spots and resulted in over 500 inquiries and nearly $500,000 in pending business for the company, according to the station.

MOWER DISTRIBUTOR

Doubleday Hill Electric Co. used 60 announcements during a four-week campaign over WMAL Washington, D. C., to promote Sunbeam mowers. Aimed at the housewife audience, the promotion centered around the station's daytime program, At Home With the Strongs, heard from 10:10 a.m. to 3 p.m. WMAL states that Jerry and Jimma Strong sold 884 mowers in one month—623 Sunbeam Electric Mowers and 261 gasoline powered Sunbeams.

Articles Of Major Interest Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



- **Will the Cash Register Ring for FM?** (including equipment style guide for FM)
- **RADIO: The Way to Food Shopper's Heart**
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Sinclair Trims Spot Paper Work**

For further information, write—

Reprints
U.S. RADIO
50 West 57th Street, NYC 19.

For future articles that really "dig" into the depths of sound radio advertising . . . be sure you see each monthly issue of U.S. RADIO.

Enter Your Subscription Today

$3 For 1 Year

$5 For 2 Years

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

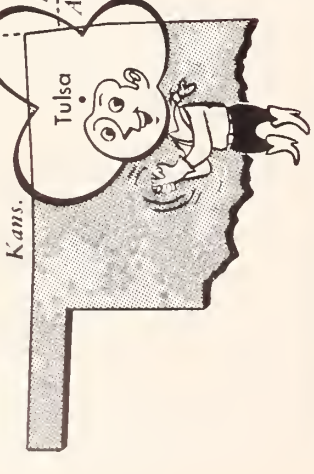
Type of Business_____

☐ Company or
☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

K. A. CASEY SAYS: I'M STARTING MY 4th CONSECUTIVE YEAR OF 1st PLACE RATINGS IN THE RICH TULSA MARKET the new KAKC



The New KAKC has been first in every Tulsa survey since October 1956.

THE NO. 1 NEWS STATION IN THE NATION

Dial 970

Public Radio Corp.
The New KAKC 1st in Tulsa
The New KIOA 1st in Des Moines

Lester Kamin, Pres.

American Airlines Bldg. — Tulsa — LUther 7-2401 — TWX: TU99
Bob Hoth, V.P. & Gen'l Mgr. — Rep: Adam Young, Inc.

report from RAB

Stations Tighten D.J. Chatter, Music

What's happening in the area of disc jockey programming?

RAB this month came up with some answers based on a nationwide survey of its member stations. The bureau's conclusion: More control is being exercised over the music and disc jockey chatter portions of station programming.

Kevin B. Sweeney, RAB president, reported the facts during the course of the bureau's Regional Management Conferences, which were held during September and part of October in eight cities around the country.

Mr. Sweeney told station executives attending:

"Not too long ago selection of music was often made with little or no direction from management. But today nearly nine out of 10 stations have a music policy."

He reported that 89.4 percent of RAB stations now operate with some kind of music control policy while 79.1 percent limit disc jockey talk. He also noted that stations in small and medium-sized markets were more likely to have a music policy than those in larger markets.

Mr. Sweeney said that program personalities still dominate in the selection of individual records but that limitations covering the kind and variety of music are imposed by program directors or other supervisory personnel.

Discussing controls on disc jockey talk, the RAB president reported that 35.6 percent of stations have a definite time or word limit on between-record chatter while another 43.5 percent of stations suggest their d.j.'s "keep talk down."

And disc jockey controls, according to Mr. Sweeney, are on the increase. In a similar survey conducted by the bureau last year, only 68.7 percent of stations reported some kind of personality bind.

Also discussed during RMC were some 60 cost-cutting, efficiency-producing ideas for management contributed by leading companies outside the radio industry.

The bureau had surveyed such firms as Rand-McNally, IBM, Pennsylvania Railroad, Prudential Insurance and other giants to seek tested ways of sharpening station administration. For example:

PROBLEM: Literally thousands of man-hours lost in long, drawn-out meetings among sales personnel; meetings which, nevertheless, are essential to the flow of ideas, solving of specific problems and the general operation of "big business."

SOLUTION: A unique idea developed by one of the nation's leading insurance companies. Nothing but "stand up" meetings. All get-togethers conducted in chairless rooms to cut down on comfortable, "settle-back-and-talk" sessions. The firm reports cutting time almost two thirds. • • •

RAB SALES TREND OF THE MONTH

From material uncovered by RAB during national sales calls

So-called "mass" advertisers in several product categories who figure prominently in tv and magazines are beginning to realize they're overspending to reach their target groups. Pet food firms, for example, spend millions in tv yet sell to barely 40 percent of U. S. homes. Two other tv hotshots—home permanents and women's hair dressings—have a market in only about four out of 10 U. S. homes. These advertisers have expressed interest in RAB's "on target" concept of buying time—a method of capitalizing on radio's selectivity values in order to direct messages only to the families who actually buy the product.



Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!

HIGHER EDUCATION
KEEP IT BRIGHT

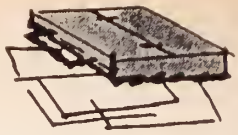
If you wont to know more obout whot the college crisis meons to you, ond what you can do to help, write for o free booklet to: HIGHER EDUCATION, Box 36, Times Squore Stotion, New York 36, New York.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education



report from representatives



Adam Young Uses Khrushchev Visit As Backdrop for Radio Presentation

A timely presentation tieing in last month's visit by Russian Premier Khrushchev with the values of modern radio was staged recently for advertising agencies in New York and Chicago by Adam Young Inc.

The representative firm, a staunch advocate of what it calls modern radio, presented a combined live, tape, and slide project, which, among other things, pointed out that:

- Car radios alone come close to equalling the total number of magazine, television or newspaper homes in the nation.
- Non-premium daytime periods on modern stations are *more efficient* in reaching the away-from home listener.

The Adam Young presentation, "Dynamic Radio in a Dynamic America," is keyed to the idea that Khrushchev's tour, if it were to accomplish any worthwhile purpose, would "show him first hand the workings of our American free enterprise system." What could be more representative of free enterprise and freedom of choice, points out the firm, "than the dynamic change in listener loyalties that has occurred in the past few years as a result of the American competitive system."

Foundation

Using the Khrushchev tour route as the foundation of its project—with an Adam Young represented station in every city of the tour—the firm highlights certain statistics about radio. It states that nearly 15 million radios were sold last year—three times the number of tv sets—and that with radio becoming a personal companion, each member of the household "enjoys his *particular* brand of radio entertainment virtually anyplace . . . *anytime*."

Beginning in Washington, D. C., along with the Premier, the Young presentation includes remarks by Commissioner Robert Lee of the Federal Communications Commission. Commissioner Lee states that at the local level, "increased competition among broadcasters has been responsible for increased ingenuity and eagerness to serve in as many ways as possible. The result has been better radio service for each community."

Reaching New York, the presentation points out, Khrushchev soon became aware of American motorists and that 90 percent of all new cars will have radios. At this point—typical of the complete project—a tape recording mentions a contest by WMCA New York which asked people to write to the Premier, and a slide shows a cartoon of people puzzling over their letters as one gentleman with pronounced feelings hits Khrushchev over the head with a mallet.

Other cities included are Los Angeles, where population increases and the growth in the suburbs are shown; Des Moines, and Pittsburgh.

The Young presentation states that the modern station's programming is especially geared to the active listener, "the listener doing housework, driving a car, or picnicking at the beach." It states that although advertisers still buy the traffic-time periods to reach radio's out-of-home segment, Pulse studies indicate that non-premium daytime periods are more efficient on modern stations.

Realizing that some people "will continue to deride the *moderns* as reaching only teenagers, using gimmicks and so forth," Young declares that research is now available to disprove these negative implications. "Successful modern radio stations today are programmed *not* by rigid formula," the firm says, "but by astute creative management, whose aim is *maximum effect* of the *maximum medium*—radio." • • •

Top of the morning in Kansas City



As sure as the sun will come up in Kansas City tomorrow, more morning radio listeners will be tuned to KCMO-Radio than to any other station.

The latest Nielsen Radio Report tells the story: Monday through Friday, 6:30 a.m. to 10 a.m., KCMO-Radio's Musical Timekeeper has Kansas City by the ears. We reach an average of 29,823 homes per quarter hour. That's 3000 more than the next station. Nearly twice as many as the third station, and almost three times the audience of the fourth station.

Naturally we say if you want to sell wide-awake Kansas City, it's a great day in the morning for you on KCMO-Radio. It's Kansas City's only 50,000-watt radio station. It's always a good morning to you on KCMO-Radio. 810 kc. CBS radio network.



THE SUN COMES UP in Kansas City and the skyline defines the downtown district.

Photo: Dan Faron



KCMO–Radio

E. K. Hartenbower, Vice President and General Manager
R. W. Evans, Station Manager

The Tall Tower at Broadcasting House / Kansas City, Missouri

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

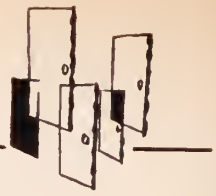
Represented nationally by Katz Agency. Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

THAT'S ALL SHE
WRIT!
IN
MILWAUKEE
NOW
NO. 1

WRIT leads the Milwaukee Market from 7:30 in the morning 'till 6:00 in the evening, Monday through Friday in the average quarter-hour ratings! (A. C. Nielsen — June-July, 1959)

WRIT
MILWAUKEE
Bernie Strachota, General Manager
Parker Daggett, Sales Manager
Buy Radio when you buy media
Buy Balaban when you buy radio
Buy WRIT when you buy Milwaukee
and you BUY the people who BUY
WIL St. Louis
KBOX Dallas
WRIT Milwaukee
THE BALABAN STATIONS
in tempo with the times
John F. Box, Jr., Managing Director
Sold Nationally by
Robert E. Eastman

report from agencies



Radio Scene of Schoolroom

For Agency's Ad Course

In Trenton, N. J., the sound medium and the advertising profession are currently enjoying a mutually beneficial relationship that is proving so successful it promises to catch on in other sections of the country.

Convinced that neither the general public nor the average business executive is sufficiently grounded in the fundamental principles and mechanics of advertising, the Eldridge Inc. agency is seeking to remedy the situation with a series of programs over WTTM Trenton called, "This . . . is Advertising."

The series—the second undertaken by the agency—began on September 22 and will run in weekly segments of an hour through December 15. Produced with a panel format, it features experts who discuss topics in all major areas of the business.

The present programs grew out of a similar set sponsored by Eldridge earlier this year and which proved popular enough for the agency to try it again, this time with an "advanced course."

Eye-Opening

Jane Sarin, Eldridge account executive in charge of radio, conceived the idea last January because "it was our eye-opening experience here in the Delaware Valley area to learn that many sales managers, vice presidents-in-charge of sales and other executives, who handled the sales promotion and advertising campaigns for their firms, knew amazingly little about the field in which they were spending considerable money.

"It seemed to us, therefore, that if they had the opportunity to learn something about advertising, sales promotion and the graphic arts in their privacy, it would benefit and facilitate agency, client and media relationships enormously."

Typical of the favorable response received by Eldridge to the initial series, according to Miss Sarin, were hundreds of letters from business people and the interested general public in the Trenton area. In addition, the agency received inquiries from other agencies, including Marsteller, Rickard, Gebhardt & Reed Inc., Chicago, and groups like The Pittsburgh Radio & Tv Club.

Agency Policy

Eldridge, which bills approximately $500,000 annually, has made a policy of promoting its clients and itself through the sound medium. As an example, it has been running for several years a series of one-minute spots over WTTM citing the civic contributions of its major clients and closing with a tag stating that the firm is served by the Eldridge agency. According to Miss Sarin, these spots have attracted favorable notice from the advertisers involved and have also advanced the public relations of the agency.

"We use radio," says Miss Sarin, "for maximum coverage. We feel radio does the best job possible for many of our clients and it is proving most successful for us as well."

Among the subjects to be covered during the present edition of "This . . . is Advertising" are the following, many of which were suggested by David R. Eldridge, the firm's vice president: Point of purchase; sales contests and incentive planning; sales training; market research; marketing; advertising's benefits to clients and clients' expectations from advertising; advertising and the law; advertising budgets and cost accounting; advertising careers; national advertising promotions, and advertising successes of Trenton firms. • • •



PHILADELPHIA WELCOMES . . .

FOR ITS 4th ANNUAL CONVENTION! NOV. 1—4 WARWICK HOTEL

The Broadcasters' Promotion Association has planned an unusually fine get-together for 1959! Our convention "call letters" are C-O-M-E!

There'll be more sound and practical promotional ideas unveiled than you can shake a rate card at. We also want to hear what new marvels of merchandising you have in motion on behalf of *your* channel or frequency! If you're interested in the broadcast advertising, promotion or publicity field, the convention is a *must* for you! This year, there's an extra feature to the affair: a few days of fabulous Indian Summer in Philadelphia!

Sunday through Wednesday
November 1—4
Warwick Hotel—1701 Locust St.
Telephone: PEnnypacker 5-3800

REGISTER NOW!

Full registration: $35.00 before Oct. 1st. $40.00 thereafter. Single-session tickets also available upon request.

BE SURE TO CLIP THIS COUPON

Mr. William Pierson
Broadcasters' Promotion Ass'n.
190 North State Street
Chicago 1, Illinois

Dear Bill:
Yes, indeed! I plan to attend the 4th Annual BPA Convention in Philadelphia. My check in the amount of $_____ is enclosed. I'll follow-through on my hotel reservation.

NAME _____

ADDRESS _____

CITY _____ STATE _____

BROADCASTERS' PROMOTION ASSOCIATION, INC.

State-Lake Building • 190 North State Street
Chicago 1, Ill. ANdover 3-0800



Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV looks over . . .

Letters of GOOD WILL—
34 years in building—
a productive PLUS for
WHBF advertisers.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

THEY KNOW WDBJ RADIO HAS REAL SALES POWER



PAXTON C. JUDGE
Vice-President, Roanoke Div.
THE KROGER COMPANY
"We've used WDBJ Radio for twenty years and have found it to be a productive medium."

R. E. FOUTZ
Secretary-Treasurer and Manager
ROANOKE GROCERS, INC.
"Our quarter-hour morning program has paid handsome dividends over a 6-year period—reaches homemakers we want to sell."

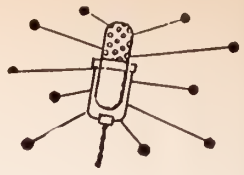




F. W. JOSEPH
District Superintendent
COLONIAL STORES, INC.
"WDBJ Radio has done a fine job helping us to build customer acceptance since our entry into Roanoke's competitive market 5 years ago."

WDBJ CBS RADIO
Roanoke, Virginia
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

report from networks



► CBS:

A network profit for the final quarter of 1959 was announced by Arthur Hull Hayes, CBS Radio president, at the sixth annual convention of the CBS Radio Affiliates Association held last month in New York. He also indicated that "with the healthful economic climate restored by the Program Consolidation Plan, the network could make money in 1960."

CBS Radio contracted for 26-week sales totaling more than $5 million, according to George J. Arkedis, sales vice president. According to Mr. Arkedis, *Garry Moore on Radio,* which began on September 28, and Arthur Godfrey, who returned to radio on the same date, are sold out.

Eighteen sponsors have signed for *Arthur Godfrey Time* for the 26-week period, with contracts coming to more than $3 million. These are: Curtis Circulation Co.; Sara Lee Kitchens; Niagara Therapy Manufacturing Corp.; Kellogg Co.; Milner Products Co.; U. S. Plywood Corp.; Sandura Co.; Borden Co.; Campana Sales Co.; General Electric Co.; Clairol Inc.; Bristol-Myers Co.; Helene Curtis Industries Inc.; Hartz Mountain Products; Mutual of Omaha; Sweets Co. of America; Alcoa, and Puritron Corp.

The Garry Moore show's sponsors are Niagara Therapy and Amana Refrigeration Inc.

► NBC:

A total of $600,000 in net sales was received by NBC Radio last month, according to William K. McDaniel, NBC Radio network sales vice president.

The sales were highlighted by the entry into network radio of Renault Inc. This firm has one-quarter sponsorship of *News on the Hour* for 13 weeks, as of September 28.

Other sponsors include: Marion-Kay Products Co., which purchased a schedule of announcements on *Alex Dreier-Man on the Go;* Florists Telegraph Delivery Association, buying participations on *News on the Hour,* the Alex Dreier show and *Monitor;* Church & Dwight, which will have one-quarter sponsorship of *News on the Hour,* for six weeks starting October 12, and Sunsweet Growers Inc., which ordered an eight-week schedule of announcements beginning January 4, 1960.

► ABC:

ABC Radio reports that recent new sponsors include Watchmakers of Switzerland, for 13 five-minute segments of *Breakfast Club* running from October 7 to October 23; Scholl Manufacturing Co., buying 18 *Breakfast Club* segments from September 16 until November 27; Profit Research Inc., for 52 weeks of *Sidney Walton's Seven Little Books,* beginning September 19 (ABC Pacific Coast Regional Network), and Merit Plan Insurance Co., for 52 weeks of *William Winter-News,* beginning September 14 (ABC-PCRN).

► MBS:

At the Mutual Broadcasting System's regional meeting with owners of affiliated stations, held last month in Atlanta, Ga., the owners reported increased station time sales, which were attributed to the network's news plus low-option-time operating formula.

MBS President Robert F. Hurleigh states that the general purpose of the meetings is to provide exchanges of owners' views and experiences for the ultimate gain of all attending. This first meeting brought together owners of 131 MBS affiliates from Georgia, Florida, Tennessee, North Carolina, South Carolina, Alabama, Arkansas, Louisiana and Mississippi. The second meeting is being held October 15 in Philadelphia for the benefit of the station owners in the mid-Atlantic and northeast areas.

In affiliation news, KIOA Des Moines joined Mutual at the end of last month; WNTA Newark, N. J., became a special affiliate for news and special events; WNSM Valparaiso, Fla., joined on Oct. 5. • • •

ADVERTISERS (Cont'd from p. 43)

"I believe radio stations could increase the value of their commercial time by better spacing of commercials, and better policing of commercial subject matter; by abolishing multiple spotting practices and by using more imagination and investing more money in unique programming."

Fels & Co.:

"Improve programming."

Good Humor Corp., George C. Neumann, vice president-advertising:

"When business is good, the natural inclination is to play it safe. 'Don't change anything. Why take chances with a new idea?' This attitude made radio a sitting duck for tv in the early 1950's. Today's music and news bonanza appears to be setting up 'me too' stations for another rude awakening. In the long run, a station must develop a distinctive personality to survive."

H. J. Heinz Co., R. D. Sisterson, media supervisor-radio-tv:

"There are three things radio can do to make itself more appealing to advertisers in the future:

"1. Improve programming.

"2. Creative selling.

"3. Reliable rating data."

Seven-Up Co., J. M. Thul, advertising manager:

"Establish rates that are comparable for both national and local advertisers."

Stewart-Warner Corp., F. R. Cross, director of advertising:

"Radio should never be satisfied and rest on its oars, but should try to improve itself in all three areas (programming, sales effectiveness and research), even though I feel it is doing an excellent job on all counts."

The survey of advertisers displayed the interest that business firms have in the health and vitality of radio. It is up to the radio medium to evaluate continually its service as an advertising vehicle in an effort to gain greater recognition and use. • • •



'THE VOICE OF LONG ISLAND'

WHLI

10,000 WATTS

the only station that delivers New York State's

2nd

LARGEST MARKET!
(Nassau-Suffolk)

WHLI dominates greater Long Island . . . and its huge, quality adult-buying audience!

Reaching 5,668,100 people . . . at an amazingly low cost-per-thousand! (Total primary coverage)

Delivering total coverage of the "Big Income — Big Spending" adult-buying audience (Nassau-Suffolk)

BUYING INCOME	$4,392,349,000
RETAIL SALES	$2,620,895,000

WHLI has the Largest Daytime Audience in the Major Long Island Market . . . Bigger than any network or independent station! Pulse

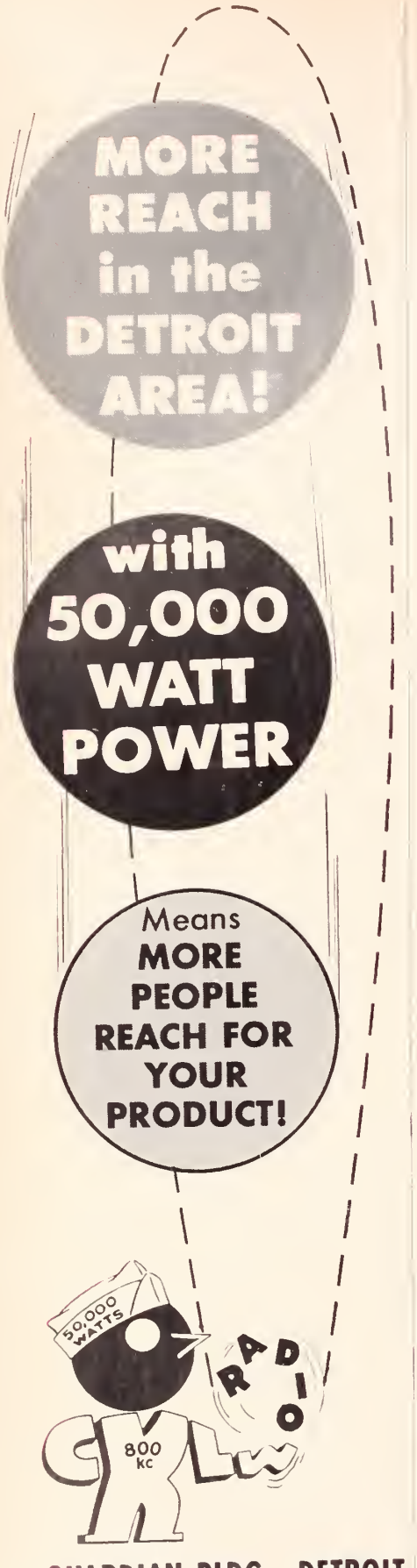
10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of Long Island

Represented by Gill-Perna



PUBLIC SERVICE (Cont'd from p. 57)

been offered for sale. It is a five-minute editorial using the personal pronoun 'I'." He stated that two men on the news staff write their own editorials. "I never see them. Sometimes I never hear them." Mr. Breen also stated that listeners get a chance to answer. He further declared that editorials were not designed to serve pressure groups. On the subject of sponsors, Mr. Breen said, "It has been my experience and that of many others that we gain, rather than lose, advertisers."

Both Messrs. Strouse and Breen agree that editorials should entertain as well as inform.

News Coverage

In the area of news presentation and coverage, William Small, news director of WHAS Louisville, Ky., entered the arena of controversy with a blast at radio's widely used five-minute news capsule. "Almost every day the reporter with just five minutes to tell his story finds himself sacrificing sense, substance and style." Mr. Small stated that "frequency of news is a nebulous matter." He said, "It is my contention that public service is best served by serving up news at an appointed time so that a listener will know that . . . whatever it is, he can find a full report on your station." Mr. Small then cited some observations on radio news presentation: Radio news should not run a catalog of crime, using everything on the police blotter; it does not need sirens and noise; it has no place for "phony claims of phony exclusives;" it should not be used as a promotion vehicle for the station; it does have a need to encourage solid reporting.

Brief Tapes

Martin Weldon, director of news and special events for WNEW New York, offered the results of his station's experience in light of its increased emphasis of news coverage. "Local news is our field of concentration, stressing mobility and coverage. We use reciprocal beeper phone service and brief tapes that run about 35 seconds. The voice of the man in the news is valuable. Showmanship in news presentation is legitimate as long as it does not distort. Radio newsmen become better when they gain more respect for their own work and realize they are in the news business with all of the tools of news-gathering plus one very special one—indigenous to our medium—the tool of tape." He said radio news must realize that it, too, can make news.

Age of Speed

Jerry Landay, news director of WBZ Boston, defended the use of five-minute hourly newscasts. "The changing character of continuing stories in this age of speed . . . plus the huge volume of good story and tape material . . . demands that we publish on a frequent basis. . . . To deny the value of the five-minute news program is to deny one blessed advantage of the radio news medium —the ability to deliver it clearly and quickly."

Hugh Brundage, news director of KMPC Los Angeles, presented the case for radio's live, on-the-scene reporting—essentially the things only radio can do so well. Mr. Brundage mentioned how the station's mobile set-up covers the critical traffic problem in his area:

On the Move

"Our two helicopters and three mobile units at KMPC are constantly on the move during morning and evening peak traffic periods. Reports are also aired at other intervals whenever necessary, but we do not allow any of these reports to be sold commercially.

"Mobility plays a tremendous part in our news operation," Mr. Brundage stated. "Whether events take place on land, air or sea, we're on top of them with our mobile units, helicopters and a boat tie-in we have with the U. S. Power Squadron."

• • •

$250,000 Fm War Chest To Come From Time Buy

A unique plan that would raise a "war chest" of at least $250,000 for research and sales promotion to sell the fm medium to advertisers and agencies has been undertaken by the newly-established National Association of Fm Broadcasters.

The plan offers a national advertiser three spots a day, seven days a week for a minimum of six months over the association's member stations, numbering about 75 outlets. The stations, in turn, will turn the revenue over to the association for research and promotion projects.

At its organizational convention held last month in Chicago, the NAFMB adopted as its foremost objectives the promotion of fm broadcast time sales by advertisers and agencies, the promotion of fm receiver sales and their increased usage, and the establishment of suitable fm audience and market research standards and procedures.

National in Scope

The research will be national in scope. It is not expected to concern itself with specific areas, but rather will be concerned with the characteristics of the medium's audience as a whole. The research studies will evaluate the different types of listeners and report, among other things, how many hours they spend listening to fm compared with time spent with other media. In addition, income levels of the fm audience and fm program preferences also will be made available to advertisers and agencies.

According to Sydney Roslow, director of The Pulse Inc., "Fm broadcasters should do research on a cumulative and qualitative basis. We should stay away from ratings . . . It is sheer folly to expect ratings to make a station look like a favorable buy to an advertiser." Much more important, he stated, are facts that describe the make-up of fm's audience.

In addition, Dr. Roslow suggested that the NAFMB go on record with recommendations of the minimal requirements of "must" essentials in programming, promotion and publicity for the members that have made stations successful by being "finance-minded."

Long Road

According to Alfred Politz, head of the research organization, fm broadcasters still have a long road of research and fact-gathering before there is sufficient material available to present to the national advertising industry. He told the convention that he always wondered why "the most advanced form of radio transmission should play a secondary role as an advertising medium."

Some advertising agency executives still don't realize that fm stations accept advertising, stated Arthur Bellaire, vice president in charge of radio and tv copy at BBDO Inc., New York, at the NAFMB convention. Furthermore, there are still others in the business who know fm stations accept advertising, but are confused as to what types of commercials are acceptable, he declared.

Sales promotion should be emphasized rather than the general types of services by the NAFMB, Harold Fellows, president of the National Association of Broadcasters, stated. Pointing out that more than 15 million fm sets are now in use, he said,

(Cont'd on p. 86)

WRFM

the modern sound that covers a thinking audience of music lovers

"NEW YORK'S FM GEM IS WRFM"

WRFM
105.1 MC New York



If you're thinking about new business, think about RCA Thesaurus Commercial Library service. It's making local radio sales history in Charleroi, Pa. George D. Gailey, Manager of station WESA, tells about RCA Thesaurus in this way:

$13,500 in 5 weeks from 51 accounts . . . 35 accounts *brand new!* RCA THESAURUS' "SHOP-AT-THE - STORE - WITH - THE - MIKE-ON-THE-DOOR" campaign is sensational! Our biggest year ever...thanks to Thesaurus!"

RCA Thesaurus can lead you to new sales successes in your town. Write today for complete details.

RCA THESAURUS

155 East 24th Street • New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

"The awareness that something unusual and striking in the field of fm radio broadcasting has swept the country."

The formation of the NAFMB marks the first time that all elements of the fm industry have been brought together under one organization. The NAFMB is an outgrowth of a former group called the Association of Fm Broadcasters, which met in Chicago last July and voted to disband in favor of this comprehensive organization.

Heading the group is the newly elected president, Fred Rabell, KITT San Diego. Concluding the two-day convention, Mr. Rabell told the members of the industry that "'Fm radio, and the fm listening audience, will surpass old-fashioned am radio within seven years."

Other officers elected include: T. Mitchell Hastings Jr., Concert Network—vice president; Frank Knorr Jr., WPKM Tampa—secretary, and William Tomberlin, KMLA Los Angeles—treasurer.

The NAFMB, at its convention, also proposed aims and purposes for the association. In addition to research and promotion campaigns, objectives are: Acting as a central clearinghouse of information relating to fm programming, sales, research and sub-channel usage; acting as a central fm public relations, publicity and advertising bureau; maintaining liaison with the FCC on behalf of its members; encouraging maximum usage of fm sub-channels for commercial purposes; encouraging technical progress, analyzing and reporting on all fm program sources, and fostering local and regional NAFMB associations.

NAB Fm Unit

In another industry-wide fm development, the NAB reported that Ben Strouse, WWDC-FM Washington, D. C., has been named chairman of the NAB's 1959 to 1960 Fm Radio Committee.

Committee members are: N. L. Bentson, WLOL-FM Minneapolis; Everett Dillard, WASH-FM Washington, D. C.; Raymond Green, WFLN-FM Philadelphia; Michael Hanna, WHCU-FM Ithaca, N. Y.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Richard Mason, WPTF-FM Raleigh, N. C., and Mr. Rabell.

• • •

Fm Station Key

The following is an addenda to the fm station key that appeared in U. S. Radio's special fm issue in July 1959. Information is taken from questionnaires returned by stations. Programming data is reported in the same terminology used by the stations.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
ALABAMA			
WSFM Birmingham	None	(No Am)	Concert music
CALIFORNIA			
KQXR-FM Bakersfield	None	(No Am)	Standard and show music, featuring strings
KBIQ Los Angeles	KBIG	Separate	Variety music; popular, jazz, exotic, show, dance, and dinner
KFMU Los Angeles	None	(No Am)	Good music
CONNECTICUT			
WHCN Hartford	None	(No Am)	Classical, show tunes, jazz music

DISTRICT OF COLUMBIA			
WASH Washington	WDON	Separate (weekdays) Duplicates (weekends)	Concert, show and jazz music, and news
FLORIDA			
WVCG-FM Miami	WVCG	(Not Reported)	Good music
GEORGIA			
WGKA-FM Atlanta	WGKA	Duplicates (during daytime) Separate (at night)	Classical, semi-classical, concert, show and jazz music
ILLINOIS			
WEAW-FM Chicago	WEAW	(Not Reported)	Good music
WMBD-FM Peoria	WMBD	Duplicates	(Not Reported)
INDIANA			
WCSI-FM Columbus	WCSI	Duplicates (6 a.m. to 6 p.m.) Separate (6 p.m. thru evening hours)	Hi-fi recordings, high school football and basketball games
WFBM-FM Indianapolis	WFBM	Separate	High-quality music
KENTUCKY			
WKYB-FM Paducah	WKYB	Separate	Album music, show tunes and light classical
MASSACHUSETTS			
WBCN Boston	None	(No Am)	Classical, show tunes, jazz music
MINNESOTA			
WLOL-FM Minneapolis	WLOL	Separate (6 a.m. to 12 midnight) Duplicates (12 midnight to 6 a.m.)	(Not Reported)
NEBRASKA			
KCOM Omaha	None	(No Am)	Quality music, light classics, show tunes and mood music
NORTH CAROLINA			
WYFS Winston-Salem	None	(No Am)	Classical and semi-classical music
OHIO			
KYW-FM Cleveland	KYW	Separate (12 noon to midnight) Duplicates (6 a.m. to 12 noon)	Good music, news, five-minute interview shows
WBNS-FM Columbus	WBNS	Separate	Fine music: standard, popular, show and classical
WHIO-FM Dayton	WHIO	Duplicates (12 noon to 7 p.m.) Separate (7 to 11 p.m.)	Semi-classical, classical, standard music
WMHE Toledo	None	(No Am)	Good music
PENNSYLVANIA			
WFLN-FM	WFLN	Duplicates (until sunset) Separate (nighttime)	Good music
KDKA-FM	KDKA	Duplicates (7 a.m. to 4 p.m.) Separate (4 p.m. to 12 midnight)	Fine music, news
WLOA-FM	WLOA	(Not Reported)	Good music
RHODE ISLAND			
WXCN Providence	None	(No Am)	Classical, show tunes, jazz music
TENNESSEE			
WMCF Memphis	WMC	Separate	(Not Reported)
TEXAS			
KAZZ Austin	None	(No Am)	Popular jazz music
KHMS El Paso	None	(No Am)	Fine music: classical, popular concert and show tunes, plus some jazz, opera music
PUERTO RICO			
WIF-FM Rio Piedras	None	(No Am)	High caliber music

Before you buy any radio time in Charlotte . . .
Check these two reports



(NSI Nov.-Dec. '58 and Apr.-May '59)

. . . you'll discover why scores of national and regional advertisers have followed the trend to WIST!

Seeing is believing. Take a look — see for yourself!

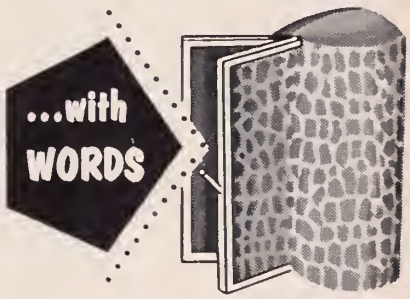
Your PGW Colonel will be glad to show you copies

they'll tell you why . . .

WIST is the best radio buy in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION

How to Open Purses



KHOW knows how. First, hove o lorge, responsive, odult-minded oudience *listening*. KHOW has it!
Then, deliver eoch commerciol message with the kind of honest enthusiosm ond conviction thot open minds...ond purses. KHOW does it!



Discover how KHOW can serve you. Call Peters, Griffin, Woodward, Inc., National Representative.

KHOW
RADIO • 630 on the dial
5,000 watts • DENVER
SINCE 1925, THE RADIO VOICE OF DENVER

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

A tip to Timebuyers—

. . . There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands . . . More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—*SELL!* . . . with a day by day program that's "hot" for Missourians . . . keeps 164 local and national clients hot on the trail of millions of "spending dollars"—Get the story *now* from JEPCO offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel: Midway 2-3341

KFAL RADIO 900 kc 1000 w

here is... modern radio

Facts on Formulae for Further Fortune! Proven Sales Success Plan uses famous RADIO HUCKSTERS and AIRLIFTS to increase Your Profits. Write for new "SHOWCASE" disc, Today! or Phone Now!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

report from Canada

Will Radio Editorial Insure Medium's Evolution?

There is no more appropriate nor more effective formula open to present-day radio to "justify its existence, insure its evolution and maintain its popularity, than electronic journalism, or, in other words, an editorial policy," according to Raymond Crepault, administrator for CJMS Montreal.

Mr. Crepault, speaking on "The Importance of a Radio Editorial Policy" at the sixth annual meeting of the Canadian Association of French-Language Radio & Television, stated that a radio editorial policy must be examined in the light of two main considerations. These are: The increasing popularity of radio today, and "the criticism most often directed against modern radio, to the effect that it has become merely an 'over-sized juke-box'."

Discussing the first point, Mr. Crepault foresees a role and influence for radio in the years to come "that nobody has really dared to envisage." He emphasizes that broadcasters must recognize that radio formulas of the past are no longer sufficient, and that those of today will be inadequate tomorrow to allow the radio industry to fully exploit its newly increased importance.

Answer Critics

The second consideration must be alleviated by the broadcasters themselves, according to Mr. Crepault. It is the duty of the private broadcasters to act in a way which will answer the critics and "elevate, along with the industry, the listening public.

"As far as the public is concerned, there is, on this point, a question of education and, for the broadcaster, a question of justification, and I might add, a guarantee of survival."

The radio editorial, he states, only becomes important from the moment it can be a "regular, efficient, responsible and dynamic exercise. An editorial policy, which does not meet these requirements ceases to be important; actually it becomes pointless, and may also be harmful," he warns.

Another important point made to the ACRTF convention was that a radio editorial policy can exist without being labelled as a political conviction. Objective radio editorials exist, and will continue to exist, declares Mr. Crepault, "if the persons who are responsible for the policy bear in mind that a radio station must primarily and above all serve the interest of the community within which it operates."

Having placed the editorial on a high level of community responsibility, Mr. Crepault states, "I doubt that a radio station can use its already existing personnel to undertake a daily editorial." He points out that the time has passed in the field of radio news and editorials where station management can simply create an editorialist out of an announcer or a console operator.

Serious Effort

"A good editorialist must have been, and should still be, a good newspaperman, with many years of experience in the field of journalism. It is therefore obvious that a daily radio editorial is a relatively expensive project, and that it will require, not only from the journalist who prepares it, but also from management, a sustained and serious effort."

Mr. Crepault feels that the radio editorial should be brief and to the point, and must cover its main theme in a clear and concise manner. "An editorialist who talks for more than two or three minutes loses his punch, if not his audience," he says. • • •

radio research

'Nuts and Bolts' of Today's Radio

Programming Described in Katz Manual

The Katz Agency's station executives are being provided an 81-page manual on contemporary programming that details "the nuts and bolts" of today's radio fare.

The research study, titled *The Nuts and Bolts of Radio,* was prepared by George Skinner, director of radio programming.

Each area of station activity is covered, including news, farm programming, public service, music, promotion, religious broadcasting, identification, contests, and production.

Purpose of the manual, according to Mr. Skinner, is to recommend the currently acceptable way of assembling radio's "nuts and bolts" into an effective broadcast pattern.

Mr. Skinner states that radio must present news in such a manner that the audience will *want* to listen.

He gives various tips for stations: On news gathering—"every station should give high priority to the personnel and equipment necessary to collect the basic information;" on preparation—"each bit of information that trickles into a newsroom must be carefully moulded into proper form before it can be considered a candidate for a place in a newscast," and on evaluating stories—"emphasis given each story depends on a combination of its *interest* and intrinsic *importance.*"

Editorializing

Concerning editorializing, the Katz research study says, "Radio is uniquely equipped to carry the editorial torch." Mr. Skinner observes that by taking an editorial position on local issues, a station not only builds prestige and audience, but also is able to assume a position of community leadership.

The new public service concept, according to the Katz study, "is to sell ideas to the public as crisply and effectively as commercials sell merchandise." Well-written and well-produced one-minute spots constitute the most powerful public service radio can provide, it states.

All phases of musical programming comprise about 15 pages of the Katz manual. In order for a station to concentrate its appeal on any audience group, points out Mr. Skinner, it "cannot mix incongruous or incompatible music with that which represents the strongest attraction."

The manual also furnishes stations with ways of selecting popular music, a procedure for determining the current popular tunes, a breakdown of the various types, a method of deriving a music listing, and tips on using judgment in music selection.

The writer states that a station must constantly remind its audience of new accomplishments and past achievements. He says: "A successful station today must not only have good programming—but must also inform the public about that good programming through promotion."

In an appendix, Mr. Skinner provides over 40 different ideas for contests and promotion vehicles for stations. "Radio contests are too valuable an audience builder to ignore," he says.

He emphasizes that markets, audiences, competition and times are constantly changing; therefore, each aspect must be evaluated in terms of the local situation as it exists at the moment. Radio has become a "companion medium," he states—one that provides entertainment and information over a long period of time. "People today listen to stations rather than programs." • • •

In Hartford . . .

Sales are poppin' with new WPOP!

And it's no wonder. Look at WPOP's fabulous rating record . . .

* From 9:00 AM to 11:00 PM, Monday-Friday . . . WPOP was first in 36 of the 56 quarter hours; second in 18 quarter hours and third in the remaining 2 quarter hours.

Comparing the November, 1958 Pulse with May, 1959

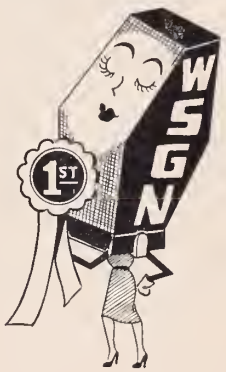
WPOP—up from 15% to a 22% share, 6 AM-12 Noon, Mon.-Fri. or 47%
up from 22% to a 25% share, 12 Noon-6 PM, Mon.-Fri. or 14%
up from 25% to a 29% share, 6 PM-12 Mid. Mon.-Fri. or 16%

Of the 72 quarter hours between 6 AM and 12 Midnite, WPOP is up in 62. Follow the trend to the fastest-growing station in Hartford . . . dynamic, vital WPOP!

Call Adam Young today

WPOP

Hartford, Conn.
A Tele-Broadcasters Station



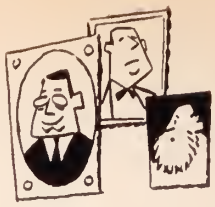
First In The Hearts
of Birmingham Housewives
Says August "PULSE"

National Representative:
Venard, Rintoul & McConnell, Inc.

Southern Representative:
James S. Ayers Company

WSGN
61

names and faces



Noting the Changes Among
The People of the Industry

AGENCIES

Michael Hicks, mngng. dir., BBDO Inc., Canada, **Donald A. Wells**, management supvr., New York office, and **Louis J. Rolle**, account group supvr., San Francisco, elected v.p.'s.

Ralph Rosenberg Jr., formerly a copy group head, Lennen & Newell Inc., elected a v.p. and named copy dir., Reach, McClinton & Co., New York. Also, **Lester A. Weinrott**, former creative consultant to Arthur Meyerhoff Associates, Inc., Chicago, elected marketing v.p., and **Douglas Burch**, former media dir., Leo Burnett Co., Chicago, named media dir.

George S. Burrows, a media supvr., N. W. Ayer & Son Inc., Philadelphia, named media dir., and **Harold S. Bennett**, formerly assoc. media dir., Baker, Tilden, Bolgard & Barger, Chicago, appointed media supvr., Chicago office.

J. Clarke Mattimore, v.p., Kenyon & Eckhardt Inc., New York, named head of new sales development and promotion division. Also, **Alvin Sarasohn**, v.p. and formerly assoc. copy dir., New York office, named creative dir., Los Angeles office.

Roy Passman, formerly mgr., radio-tv dept., Bryan Houston Inc., New York, appointed assoc. dir., radio-tv dept., J. M. Mathes Inc., New York. Also, **Lou C. Hill III**, former copy supvr., N. W. Ayer & Son Inc., Philadelphia, appointed copy chief.

STATIONS

Franklin A. Tooke, formerly gen. mgr., WBZ-TV Boston, appointed v.p., Cleveland area, for Westinghouse Broadcasting Co., and **Philip G. Lasky**, former WBC West Coast executive dir., appointed v.p., West Coast area. Also, **Charles Woodard Jr.**, administrative asst. to WBC president, appointed v.p. and asst. to president.

Arthur C. Schofield, formerly adv.-promotion v.p., Storer Broadcasting Co., named asst. to pres., Peoples Broadcasting Corp., Columbus, O.

John J. Kelley, formerly asst. adv.-promotion mgr., Westinghouse Broadcasting Co., appointed adv.-promotion dir., Storer Broadcasting Co., Miami.

Louis Read, v.p., commercial mgr., WDSU New Orleans, La., named exec. v.p.-gen. mgr., effective January 1, succeeding Robert E. Swezey, continuing as stockholder-director-v.p.

E. James McEnaney Jr., sales mgr., WHIM Providence, R. I., named v.p.

A. K. Redmond, formerly gen. mgr., WHP Harrisburg, Pa., elected v.p. And, **Cecil M. Sansbury**, formerly gen. mgr., WSEE-TV Erie, Pa., named gen. mgr.

Walter Conway, former mgr., WBEE Chicago, named mgr., KWBR Oakland.

Arthur E. Haley, former exec. v.p.-gen. mgr., WORL Boston, appointed gen. mgr., WEZE Boston.

James E. Fesperman, former sales mgr., appointed gen. mgr., KFSA Fort Smith, Ark.

John M. McRae, active in station management in San Francisco, appointed gen. mgr., KDWB Minneapolis.

Ralph W. Goshen, former account executive, CBS Radio Spot Sales, New York, named gen. sales mgr., WCBS New York.

John H. Kline, account executive, WCAU Philadelphia, appointed gen. sales mgr.

Vic Siman, former sales mgr., KABQ Albuquerque, N. M., appointed dir. of sales, KMGM Albuquerque.

Bob Early, formerly mgr., KNCO Garden City, Kan., named sales mgr., KOMY Watsonville, Calif.

Robert Cutting, formerly gen. mgr., KLMO Longmont, Colo., and **Tom White**, formerly sales mgr., KICN Denver, named account executives, KOSI Denver.

REPRESENTATIVES

Lionel Colton, account executive, Walker-Rawalt Co., New York office, named v.p., Chicago office. **Roy H. Holmes**, v.p., Walker-Rawalt Co., New York, named gen. mgr., Quality Music Division.

David H. Sandeberg, one time Pacific Coast mgr., Avery-Knodel Inc., named partner and v.p., W. S. Grant Co., San Francisco.

White Mitchell, formerly with the U. S. Department of Justice, appointed office mgr., Bob Dore, Chicago.

E. A. W. Smith, Detroit office, Adam Young Inc., appointed mgr. **Don Shauer**, formerly on sales staff of *San Francisco Examiner* and Time Inc., named account executive, Adam Young Inc., San Francisco.

NETWORKS

Eugene H. Alnwick, member of Mutual Broadcasting System sales staff, named dir. of sales administration. Also: **Roger O'Connor**, former sales mgr., WCAE Pittsburgh, and **Richard G. Koenig**, former tv sales rep., Peters, Griffin, Woodward Inc., named senior account executives. And, **Paul T. Murray**, former account executive, Daren F. McGavren Co., and **Douglas Brown**, sales staff, Headley Reed Co., named account executives.

INDUSTRY-WIDE

Don Udey, formerly engineering mgr., Northwest Radio Corp., Ithaca, N.Y., named broadcast sales engineer, Gates Radio Co.


Sarasohn


Tooke


Woodard


McEnaney


Sansbury


Haley


Alnwick


Udey



IT'S 14½ MILLION MILES TO WORK AND BACK

in the Los Angeles metropolitan area. Drivers over this daily distance by spending an average of 1 hour and 36 minutes behind their auto radios. KMPC serves this biggest of all automobile audiences with 2 Airwatch helicopters, 3 mobile ground units . . . each able to shortwave instantaneous bulletins to listeners. Result: KMPC's frequency is pre-set on more auto radios than that of any other station. KMPC reaches the greatest number of automobiles and homes in a day—in a week. To move your product in Los Angeles, go with the station that's on the move . . . .

KMPC

50,000 watts / Los Angeles

A Golden West Broadcasters station CWB / Represented by AM Radio Sales Company

RCES: LOS ANGELES CITY TRAFFIC BUREAU. PAIR, INC.
SE, CPA RADIO RATINGS, JULY 1959

EDITORIAL



. . . profile of radio

WHAT *DO* ADVERTISERS THINK?

With advertisers devoting greater attention to the spending of their advertising dollars, U. S. RADIO has attempted to ascertain what the man who foots the bill thinks of radio (see p. 41).

In a survey of 25 advertisers, who range from big radio users to non-users, the results were most revealing. These results offer a guidepost for future action by radio and the advertising industry that cannot go unnoticed.

Briefly, the results show that advertisers overwhelmingly believe radio is an effective advertising medium. But underlying this faith is the fact that these companies also feel that radio programming could be improved. In addition, many believe much radio fare has a sameness in sound.

ROAD AHEAD

What these firms are looking for in radio is difficult to say. But the fact remains that many advertisers believe radio "sounds the same" and this will have to be reckoned with. It could be that advertisers have not been made aware of the changes in radio that competition has forced.

In another vein, many advertisers state the belief that advertising agencies are underselling radio. Assuming this is no less factual than the radio programming issue, it confirms what radio executives have felt for some time. Radio salesmen, for example, have been spending more time at the advertiser level than ever before in the history of the medium.

Advertising agencies are urged to open their doors and their thinking to today's radio story. There is no medium that has spent the time and creative effort to establish itself with the American public in the local marketplace. Its story is an exciting one.

FM LAUNCHING

The newly-established National Association of Fm Broadcasters has brought together at last a unified fm front. (See *Report on FM,* p. 85.)

It is a movement that is sorely needed and one that took a long time to evolve—from the former Fm Development Association and then the Fm Association of Broadcasters.

What fm needs—and has never had—is an intensified, uniform sales campaign directed at agencies on every city's Ad Row.

But before the selling effort begins, the association has wisely decided to create a war chest of about $250,000, much of it to be earmarked for a special research project that will evaluate the fm medium and its audience.

The enthusiasm the fm operators displayed at the organizational convention is strong testimony that the fm medium may finally receive the attention it has lacked.

PUBLIC SERVICE

In its third annual public service programming conference, the Westinghouse Broadcasting Co. has in itself performed a public service —for the industry (see *Legal Necessity or Boost for Business?* p. 56). Radio can take encouragement in the fact that its attendance at this year's meeting was 50 percent greater than last year's.

in

RADIO

you know where you're going with

STORER

The stations with the accent on sell... right through to merchandising and promotion. In short, we don't weigh you down with promises. We build you up with performance. That's why nearly every advertiser in radio is on Storer. With Storer you always know where your sales are going — definitely up!

Storer Broadcasting Company • National Sales Offices:
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WJW
CLEVELAND
NBC network.
Tops in local
Personalities,
News and Music.
Call KATZ

•

WJBK
DETROIT
WJBK-RADIO *is* Detroit.
First from noon
until midnight.
Call KATZ

•

KPOP
LOS ANGELES
Covers nation's 2nd market.
Call PETERS, GRIFFIN,
WOODWARD

•

WGBS
MIAMI
50,000 watts—CBS
Covering *ALL* of
South Florida.
Call KATZ

•

WIBG
PHILADELPHIA
The happy 50,000
watt station.
First in all surveys.
Call KATZ

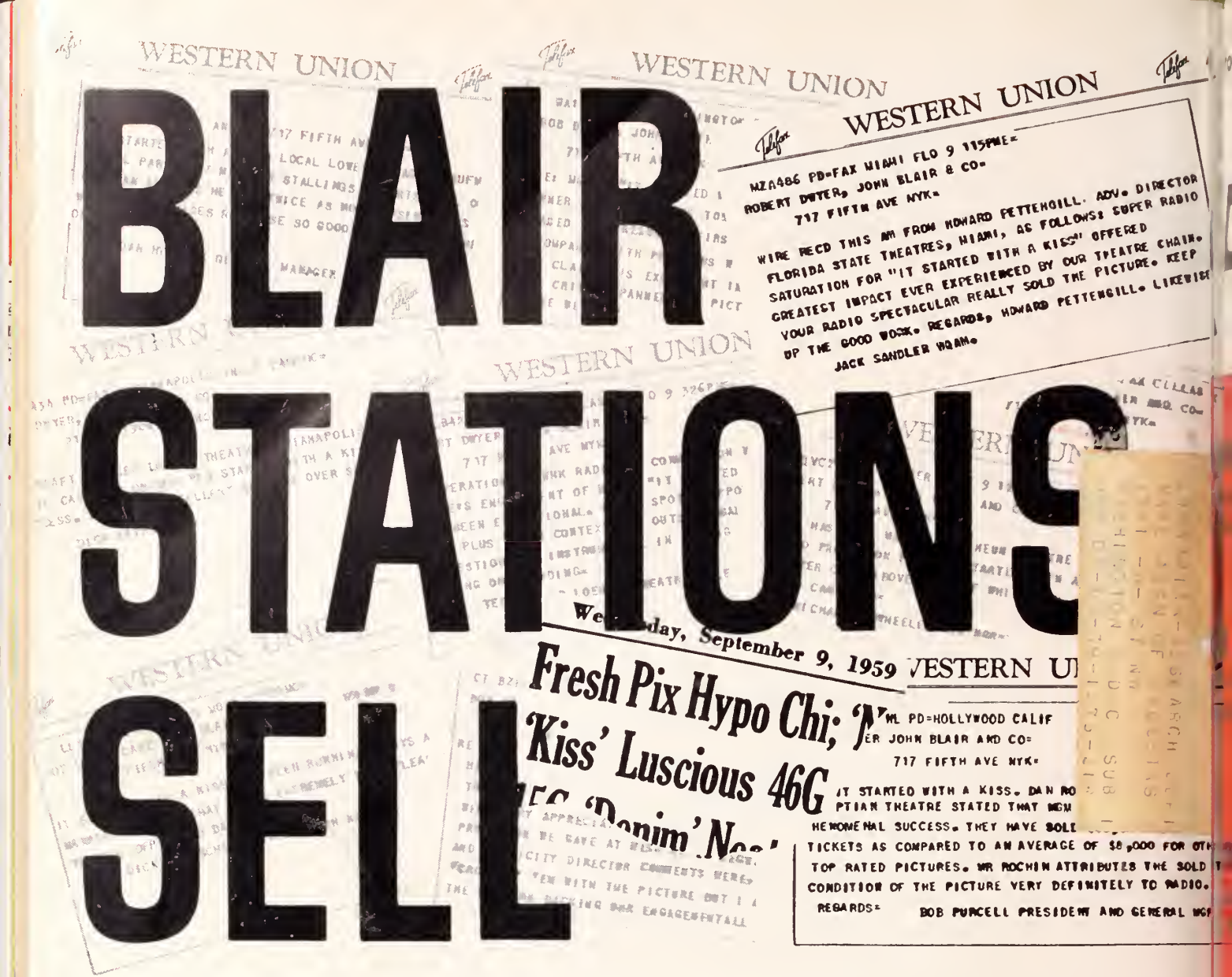
•

WSPD
TOLEDO
It takes only one to reach
ALL Toledo. First by far.
NBC • Call KATZ

•

WWVA
WHEELING
First by far. Pittsburgh-
Wheeling area.
Only full-time CBS station.
50,000 watts • Call BLAIR

BLAIR STATIONS SELL



MGM'S 'IT STARTED WITH A KISS' *for instance*

It really started with a sound decision, by MGM and its agency, Donahue & Coe – the decision to launch "It Started With a Kiss" with the tremendous action-power of a Blair Radio Spectacular.

MGM put the selling-load squarely on the Blair Spectacular. It was the only radio used – the only new element added to normal introductory advertising.

Box-office response was boffo. Variety headlined: Kiss Hotsy in Philly – Socko in L.A. – Luscious 46 G in Chi.

Like MGM, advertisers in many fields have discovered this simple fact: BLAIR STATIONS SELL. Through applied audience-research, they have intensified the elements that give radio its real selling-power.

To give any promotion a jet-powered start, schedule a Spot Radio Spectacular on Blair Stations. Ask your John Blair man to outline the procedure – and the profit-potential.

John Blair and Company

National Representative of Major Radio Stations

Yes! **Blair Stations Sell**

and these are the BLAIR STATIONS:

New York	WABC
Chicago	WLS
Los Angeles	KFWB
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Cleveland	WHK
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Houston	KILT
Seattle-Tacoma	KING
Providence	WPRO
Cincinnati	WCPO
Miami	WQAM
Kansas City	WHB
New Orleans	WDSU
Portland, Ore.	KGW
Denver	KTLN
Norfolk-Portsmouth-Newport News	WGH
Louisville	WAKY
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa-St. Petersburg	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WMBR
Oklahoma City	KOMA
Syracuse	WNDR
Nashville	WSM
Knoxville	WNOX
Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Bismarck	KFYR

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 3—NO. 11

NOVEMBER
1959

35 CENTS

IO UNDERSOLD?
cies Undersell Radio,
Say It Is Effective
page 23

E BY SIDE'
s Service Returns
adio After Tv Tenure
page 30

AWLING AREAS
ding of Population
s Media Changes
page 34

URE PROSPECTS
Ad Men Look Ahead
adio's Development
page 40



Robert Day
nger Traces Half
hanging Times' Trial
criptions to Radio
page 26

how...you can still buy Manhattan for $24!*
says Peter (Minuet) Theg-Director of Sales



*
(Class A, 12 Plan)

The famous Bartell Family Radio Sound is available to charter advertisers November 2, when RADIO W-A-D-O (or W-A-D-O Radio, if you prefer) begins stimulating response in New York City!

SEE Mel Bartell,
Peter (Minuet) Theg
Adam Young, Joan Rutman, or Anybody at Circle 5-7979

BARTELL FAMILY RADIO

KYA WOKY WADO KGBO WYDE WGNE

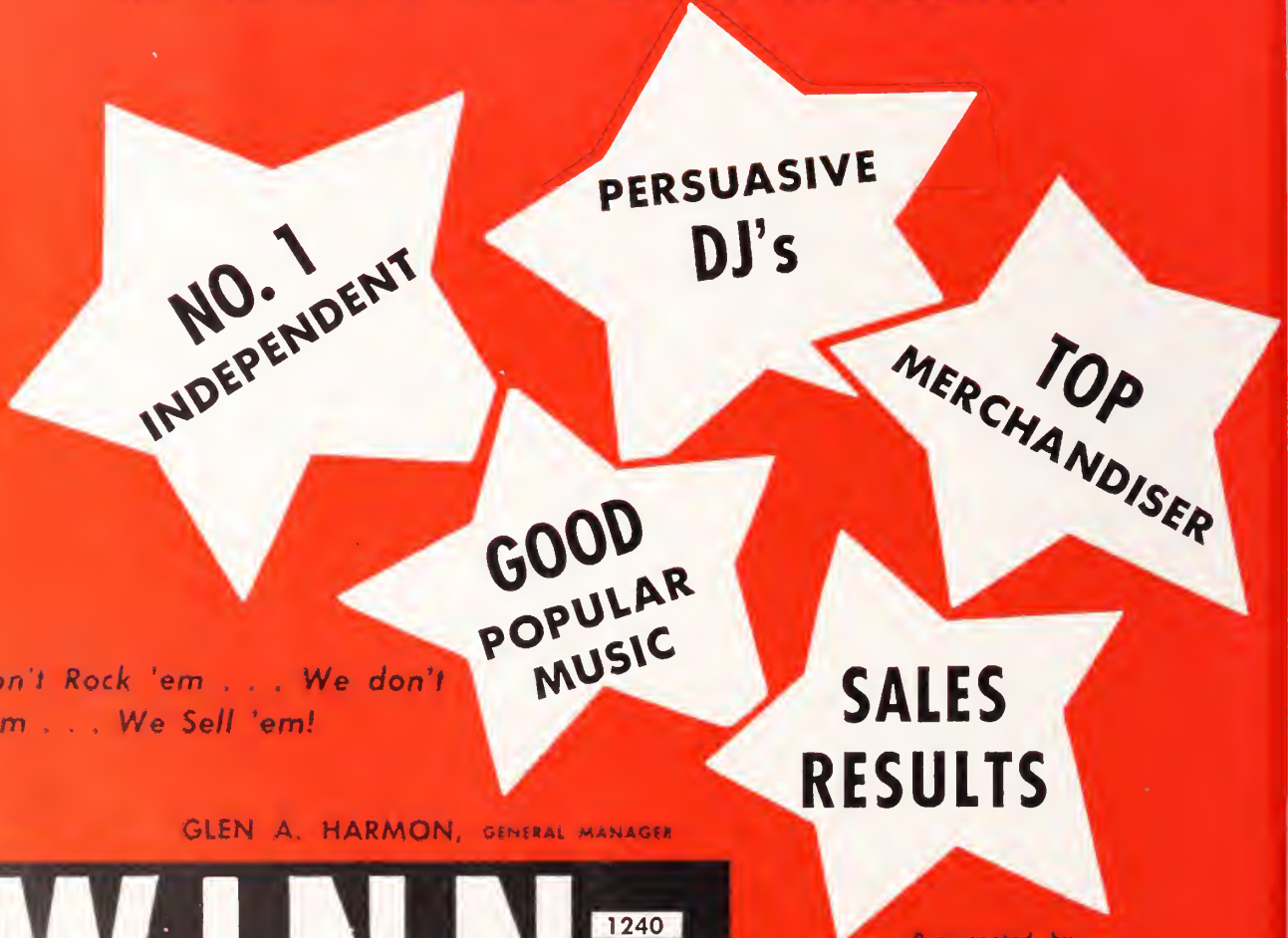
MORE NATIONAL ACCOUNTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND WINN HAS FIVE-STAR REASONS:



We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by
AVERY-KNODEL
INCORPORATED



*Why are WXYZ Radio and WXYZ-TV Detroit's Most Popular Stations?

Young in heart and busting out all over, that's the personality of Broadcast House. WXYZ Radio and WXYZ-TV are stations with WXYZing!

Southeastern Michigan is chock-full of bustling young people who work and play hard . . . and they buy things as if money was going out of style!

We know what they like—programming with WXYZing. And that's what we give them. Put WXYZing in your plans!

*Seeing is believing . . . check your rating books.

The Stations with WXYZING

WXYZ Radio 1270
WXYZ-TV Channel 7
ABC—Detroit

Represented Nationally by John Blair & Co. and Blair-TV

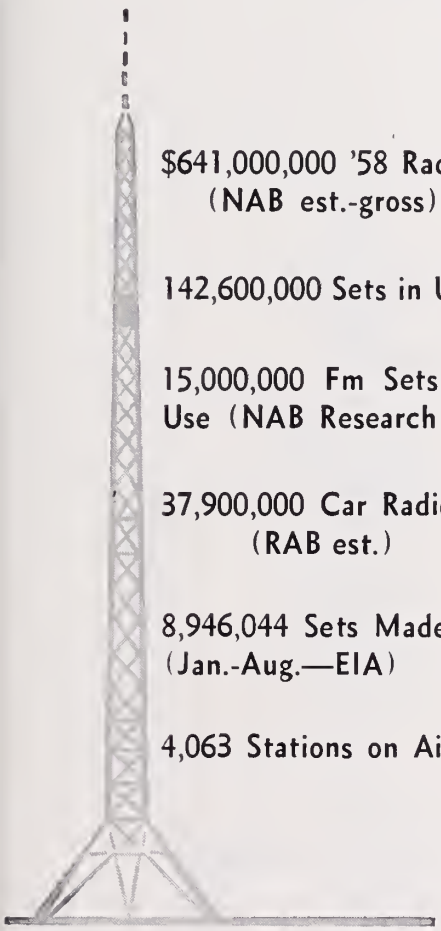


responsibility

Responsibility to the community we serve and to our advertisers is always first and foremost in our minds. Here, in Chicago, at WGN-Radio and WGN-Television, quality and integrity are manifest in every phase of our operations.



Radio's Barometer



$641,000,000 '58 Radio (NAB est.-gross)

142,600,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

8,946,044 Sets Made (Jan.-Aug.—EIA)

4,063 Stations on Air

Spot: Adam Young Inc. reports that its radio business in October was the highest billing month in the history of the company. It totaled 15 percent ahead of October 1958, according to Steve Machinski, executive vice president.

Network: American Broadcasting-Paramount Theatres Inc.'s estimated net operating profit for the first nine months of 1959 was 26 percent higher than the similar 1958 period, according to Leonard H. Goldenson, president. Net operating profit for the period was $5,226,000—$1.22 a share—compared with $4,142,000—94 cents a share—for the same 1958 period.

Local: Three stations—WMAQ Chicago, KTIX Seattle and WABC New York—and one group ownership—Taft Broadcasting Co.—report increases in billings. Local sales at WMAQ for the first nine months were 37 percent ahead of the 1958 period, which was a record year. Total sales in September were 31 percent ahead of the 1958 month. At KTIX, the third quarter business was 37.5 percent ahead of the second quarter. This increase is reported as the biggest in the station's history. Third-quarter sales of WABC were 42 percent ahead of the similar 1958 period. Taft Broadcasting Co.'s net income after taxes for the third quarter was 67 percent above the 1958 period ($248,000 compared with $148,000).

Stations: The number of am and fm stations on the air at the end of September totaled 4,063, an increase of 21 (11 am and 10 fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,417	646
Applications pending	490	62
Under construction	105	157

Sets: Total radio production in August was 1,009,423, including 279,424 auto receivers, according to Electronic Industries Association. Eight-month cumulative radio output came to 8,946,044, including 3,434,345 auto sets. Total radio sales in August, excluding car radios, was 671,713 units; eight-month total was 4,357,421. The number of fm sets made in August totaled 42,886, double the figure in August 1958; eight-month cumulative fm production was 290,862 sets. • • •

1st

according to all surveys PULSE · HOOPER TRENDEX

WGH RADIO Color Channel 13

Norfolk - Newport News - Portsmouth and Hampton, Virginia

Represented Nationally by JOHN BLAIR & COMPANY

for buyers and sellers of radio advertising

U.S. RADIO

NOVEMBER - 1959 VOL. 3 - NO. 11

. . . IN THIS ISSUE . . .

Are Agencies Underselling Radio? 23
Although They Say It Is Effective, They Admit to Selling Radio Short

Why Kiplinger Uses Radio 26
Traces Hall of Trial Subscriptions For *Changing Times* to Sound Medium

Cities Service Back to Radio 30
After Courtship With Tv, Client And Radio Are Again 'Side by Side'

Mushrooming Markets 34
Is Radio Best Advertising Vehicle To Reach Sprawling New Areas?

The 'Difference' in Sound 38
Audience Duplication Study Shows Minimum Overlap of Station Listeners

Medium's Future Prospects? 40
Two Agency Executives Look Ahead To Radio's Growth and Development

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	60
BPA Memo	50	Report on Fm	59
Commercial Clinic	48	Report from Networks	55
Editorial	64	Report from RAB	52
Focus on Radio	42	Report from Representatives	53
Hometown U.S.A.	45	Silver Mike	18
Letters to Editor	20	Soundings	7
Names and Faces	62	Station Log	49
Radio Registers	51	Time Buys	8
Radio Research	61	Washington	15
Report from Agencies	54		

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BPA

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now more than ever Keystone makes sense and dollars too



here's how:

1 Keystone has 1075 locally programmed radio stations covering 54% of all radio homes in the U.S.A.

2 Keystone has 86% coverage of all farm markets in the country.

3 Keystone offers plus merchandising tailored to your campaign needs at no cost to you.

4 Keystone covers Hometown and Rural America at the lowest cost.

Write for our complete station list and our farm market survey. They're yours for the asking.



San Francisco	Detroit	Los Angeles	New York	Chicago
57 Post St.	Penobscot Building	3142 Wilshire Blvd.	527 Madison Ave.	111 W. Washington
Sutter 1-7400	WOodword 2-4505	Dunkirk 3-2910	Eldorado 5-3720	State 2-8900

Another great modern radio station turns to

YOUNG PRESENTATION

Effective November 9, 1959

Adam Young Inc.

becomes exclusive national representative for

WKIX

the 10,000 Watt, 850 kc. modern radio station . . .

well on its way to dominance in

RALEIGH, N. C.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK
3 East 54th St.
New York 22, N.Y.
Plaza 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
MIchigan 2-6190

ST. LOUIS
915 Olive St.
St. Louis, Mo.
MAin 1-5020

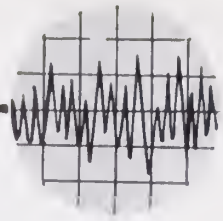
LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 25. Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Altanta, Ga.
TRinity 3-2564

soundings



Cities Service Steps Out With Renewed Radio Interest

The return to radio of Cities Service Co., one of the oldest air-time advertisers in the business, chalks up a success story for the medium in the form of a radio budget currently estimated at close to $1 million and expected to go higher next year (see *Cities Service and Radio: "Side by Side,"* p. 30). The oil firm, which took a stroll with tv at the turn of this decade after nearly 30 years of keeping company with the senior air medium, did an about-turn last year and is now hitting full stride again in the realm of listener appeal.

NBC Radio's Medical System Harbinger of Special Services?

With its new plan to provide, through fm multiplex, a professional Medical Radio System to doctors' offices, speculation is popping as to the next step. Initially, the medical system will reach 16 cities, providing music and latest medical news and commentary. Dr. Chester Scott Keefer, president-elect of the American College of Physicians and executive director of Boston University's School of Medicine, is head of MRS' medical board of advisors.

RAB's Proposed Building Can Provide Radio Symbol

As the building committee of Radio Advertising Bureau continues to explore various possibilities, it is the expectation that the home for radio will be established no later than 1961. Actually, the committee is exploring two alternative ideas: Costs of acquiring a site and putting up building, and converting an older structure. The bureau feels that the new home, in addition to its symbolic value, would be an efficient way to invest money now expended for rent.

CBS-Owned St. Louis Outlets Voice Freedom of Airwaves

The extent to which CBS-Owned stations have split their radio and tv operations was vividly illustrated during election week. KMOX-AM and KMOX-TV St. Louis took different viewpoints on a proposed Metropolitan District Plan. The KMOX-AM editorial, by Robert Hyland, vice president and general manager, opposed the plan and was on the winning side. When advised of the dual views, top CBS Inc. brass asked the stations not to use it as a publicity tool, until the story broke in a St. Louis newspaper.

Coverage Study of Radio To Be First Since 1956

The first Nielsen Coverage Study of radio since 1956 has been planned by the A. C. Nielsen Co. It is expected to be released by mid-1961.

New BPA Officers Start Term of Office

The new slate of officers of the Broadcasters Promotion Association have started their terms in office, following the fourth annual convention held in Philadelphia. Gene Godt, sales promotion and advertising director of KYW-TV Cleveland, was elected president; John F. Hurlbut, WFBM-AM-TV Indianapolis, first vice president, and Don B. Curran, KTVI St. Louis, second vice president. The BPA voting membership has picked New Orleans for its 1960 convention, to be held November 14, 15 and 16.



has Greater Food SALES than the 12th Metropolitan Market

28th Radio Market - WPTF $541,043,000

28th Metropolitan Market $193,673,000

12th Metropolitan Market $479,519,000



WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

Arnold Bakers Inc.

Agency: *Kudner Agency Inc., New York*

Product: BREAD

Supplementing its regular schedule of radio, the company is adding an extra measure of air time in selected areas to continue through November. Daytime frequencies of 15 to 35 announcements a week are being used. Mal Murray is timebuyer.

J. Colonna Bros.

Agency: *Gardner Advertising Co., New York*

Product: J. COLONNA PARMESAN CHEESE
J. COLONNA BREAD CRUMBS

On the menu for radio stations from New England to the Mason-Dixon line is a schedule of one-minute announcements at the rate of 10 to 15 per week for eight weeks. The campaign, which started October 21, is presently on the air in Boston, Albany, Hartford, Buffalo, Rochester, Syracuse, Philadelphia, Baltimore and Washington, D. C. Timebuyer is Virginia Burke.

Garrett & Co.

Agency: *MacManus, John & Adams Inc., New York*

Product: VIRGINIA DARE WINES

With a tip of the glass to radio, the company is engaging in an eight-week campaign (10 weeks in Minneapolis and Milwaukee) in 17 markets that will carry into mid-December and the pre-Christmas social season. In some markets air time is being used to introduce Virginia Dare Royal wine; in all cases emphasis is on the suitability of wine for all occasions. Frequency averages 75 announcements per week via one-minute ET's. Miss Panle Shapiro is timebuyer.

Hamilton Watch Co.

Agency: *N. W. Ayer & Son Inc., Philadelphia*

Product: ELECTRIC WATCH

Frankly catering to a selective market of "upper incomes," Hamilton is suggesting this expensive gift item to audiences of 100 good music stations (am as well as fm) in 85 markets in an eight-week campaign which runs until December 18. In areas not reached by quality music outlets, the company is timing its announcements for news and/or weather adjacencies, chiefly in morning periods. This is Hamilton's third year of radio usage, its second campaign concentrating on good music stations (the first was conducted last spring). Derrick Dyatt is timebuyer.

Mentholatum Co.

Agency: *J. Walter Thompson Co., New York*

Product: COLBAN TABLETS

A special campaign in the York-Harrisburg, Pa., and Fort Wayne, Ind., markets is now underway. Its outcome may predicate further radio moves by this product. Nancy Smith supervises the timebuying.

Mentholatum Co.

Agency: *J. Walter Thompson Co., New York*

Product: MENTHOLATUM DEEP HEAT RUB

To stimulate sales circulation in about five major markets, the product is taking to the air with saturation schedules ranging from 13 to 26 weeks, depending on the market. The campaign starts this month in three areas; it was launched earlier in two locations. Nancy Smith supervises the timebuying.

(Cont'd on p. 10)



With Pulse consistently showing WTOP Radio with more quarter-hour wins than all the other stations combined, there's only one way to be *important* on radio in the Greater Washington area: use WTOP... and be sure!

wtop radio

WASHINGTON, D. C.

Represented by CBS Radio Spot Sales

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WTOP Radio, *Washington, D.C.* **WTOP-TV,** *Channel 9, Washington, D.C.* **WJXT,** *Channel 4, Jacksonville, Florida*



ALWAYS... a jump ahead

The vibrant enthusiasm of staying a jump ahead of our contemporaries is a vital part of all personnel at KONO in San Antonio.

It's an enthusiasm that keeps listeners' ears keenly tuned to the times . . . for first in news . . . finest in music.

It's an enthusiasm that keeps San Antonio's largest radio audience buying at fever pitch . . . day after day.

For remarkable facts about the "jump-ahead" KONO . . . see your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC
KONO
JACK ROTH, Mgr.
SAN ANTONIO, TEXAS

time buys

(Cont'd from p. 8)

National Carbon Co., Division of Union Carbide Corp.

Agency: *William Esty Co., New York*

Product: PRIME

A new product especially designed for cold-weather driving is being introduced this month via saturation frequencies in 80 to 100 markets. The buy is, in effect, a four-week extension of the six-week Prestone campaign which was due to end with the advent of frost. A "gas line antifreeze," Prime is reputed to facilitate quick starts and prevent stalling in the face of nippy temperatures. Dick Olsen is timebuyer.

Nestle Co.

Agency: *William Esty Co., New York*

Product: NESCAFE

Adding the cream to a heavy campaign now underway in major markets for this coffee is the report that the account anticipates continuing its current radio usage "for some time." The schedule includes a combination of minutes and 20's. Phil McGibbon is timebuyer.

New York & New England Apple Institute

Agency: *Charles W. Hoyt Co., New York*

As a timely harbinger of holiday fare, the institute is now engaged in a pre-Thanksgiving campaign and contemplating a similar pre-Christmas promotion of its regional product. The anticipated December schedule is likely to repeat the present pattern—two weeks of saturation coverage in New England and eastern New York markets. Doug Humm is timebuyer.

Original Crispy Pizza Co.

Agency: *Ben B. Bliss & Co., New York*

Product: FROZEN PIZZA

Four new markets will be added to the company's present radio list within the next 30 days, the agency reports. At present, the product is being advertised aerially in a "concentrated saturation" campaign that started this month in Boston and Washington, D. C., as well as a continuing schedule in Miami, Baltimore and the New England area. The firm is said to be focusing its budget almost entirely on radio. Ben Bliss, agency president, handles the buying.

Parsons Ammonia Co.

Agency: *Hedrick & Johnson Inc., New York*

Product: PARSONS' SUDSY HOUSEHOLD AMMONIA, BLEACHETTE BLUING

Now reviewing results from its 1959 usage of radio, the company reportedly is preparing an increased budget for its 1960 buys, which are due to be transacted in mid-February or early March for the "spring cleaning" season. Schedules are expected to be similar to previous March-May flights of six, eight and 10 weeks, with a possible extension beyond the heretofore 30 national markets. After five years of strong radio use, Parsons is 100 percent sold on the medium and expends more than 90 percent of its advertising budget on sound alone. Stanton Hedrick handles the timebuying.

Pharmaco Inc.

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: FEENAMINT

About to pack its bags for the move from DCS&S to N. W. Ayer on January 1, the candy laxative will stay regular with radio on the campaign initiated earlier this fall and continuing until Christmas; its new agency will take over administering the second half of the campaign, due to start after the first of the year. Timebuyer at present is Jeff Fine.

(Cont'd on p. 12)

88 IVORIES AND 2 IRISHMEN



WSBT personalities Harlan Hogan and Jim Gannon team up on weekdays to present 55 of the livest minutes in radio. The program (3:05-4:00) features the casual music of Hogan at the piano, his conversation with Gannon that's even more casual and interviews with most anyone who walks past the studio.

The program is strictly informal, almost disorganized, but people in South Bend love it. It's an adult show, directed to the housewife and men driving home from work. Both men are experienced radio performers, and do an outstanding job for advertisers. Their successes for advertisers are legion. Hogan's morning show (10:30-10:45) with Joe Kelly is an equally popular program.

Popular live programs, like the Harlan Hogan show, give WSBT complete dominance of the South Bend market. And it's a market that's important to national advertisers. The 36 counties in Northern Indiana and Southern Michigan covered by WSBT have an annual Buying Income of 3.3 billion dollars! South Bend, the major trading center of this area, has an average household income of $7136 . . . 15th in the nation!

To reach this rich market use its radio voice . . . WSBT. For remaining availabilities on the Harlan Hogan shows, and for free market data book, see your Raymer man or write this station.

5000 WATTS
960 KC

CBS RADIO

WSBT

SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

Paul H. Raymar Company, National Representative

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



What do you want for Christmas? *More* Christmas business? Well, William Holm, General Manager of WLPO, La Salle, Illinois, got heaps of extra Holiday billings with the help of RCA Thesaurus Commercial Library. He writes:

"Income from Thesaurus Christmas jingles and effects amounted to $3221.50. Twenty jingles and effects were used to sell 812 announcements aired between Thanksgiving and Christmas."

Feel like celebrating? Write RCA Thesaurus now for details on building up Holiday business.

RCA THESAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

time buys

(Cont'd from p. 10)

Pierce's Proprietaries Inc.

Agency: *Mogul, Williams & Saylor Inc., New York*

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

A healthy prescription of radio is on order for this stomachic tonic, with a six-month schedule now underway on approximately 70 stations throughout the country. The one-minute ET's will be on the air with a "fairly heavy" frequency until next spring. Joyce Peters is timebuyer.

Point Adams Packing Co.

Agency: *Ben B. Bliss & Co., New York*

Product: PEACOCK SALMON

A summertime swing into radio proved so satisfactory for this product, says the agency, that the company plans another "clambake" with the medium after the first of January. Prospects are for an expansion beyond the New York market in the proposed second installment of timebuying. Ben Bliss, agency president, handles the timebuying.

Royal McBee Corp.

Agency: *Young & Rubicam Inc., New York*

Product: ROYAL TYPEWRITERS

Using a sound touch in 22 markets, the company unlimbers a pre-Christmas drive on November 23 to promote typewriters as a valuable gift item for the teenager in the family. The three-week schedule, with 30 to 50 announcements a week depending on the market, will be directed primarily at parents and their concern for their youngsters' educational and vocational development; teenagers, in turn, will be encouraged to develop a yen for the Royal machine. Timebuyer is Lorraine Ruggiero.

Shulton Inc.

Agency: *Wesley Associates Inc., New York*

Product: OLD SPICE TOILETRIES

That last-minute shopping list will get the benefit of Shulton's suggestion via a close-to-Christmas rush of radio time in 85 markets. The spot buy—24 announcements a week on the average—will start about December 15 and run for a week. It is designed to augment the company's regular spot campaign which will continue through December, and its network radio schedule. Joseph Knapp, media director, is handling the buying.

George Wiedmann Brewing Co.

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: BEER

On tap for this brew as of January 1, the agency will assume media responsibilities heretofore handled by Tatham-Laird of Chicago. The account is expected to continue a strong radio voice in its five-state market in the Ohio Valley. Jeff Fine of DCS&S will assume timebuying duties for the account.

Western New York Apple Growers Association

Agency: *Charles W. Hoyt Co., New York*

With a taste for radio similar to that of the New York & New England Apple Institute mentioned above, this regional association is also finishing up two weeks of pre-Thanksgiving radio time and considering a light campaign to precede the Yule season. The current schedule includes "practically every market" in western New York plus some in Ohio and Pennsylvania on a basis of 20 to 30 spots a week. Doug Humm is timebuyer.

Wheatena Corp.

Agency: *Charles W. Hoyt Co., New York*

Product: CEREAL

Radio reception at the breakfast table is giving Wheatena such a pleasing start to these cold-weather days that a second flight is expected to be launched in mid-January to continue until the spring. At present, this cereal is wrapping up its initial seven-week campaign of morning time (between 6:30 and 9 a.m.) which started last month in nearly 40 markets. Doug Humm is timebuyer. • • •



There is no comparison!

The fact is:

WRVA-RADIO, Virginia's Largest Single Advertising Medium *

REACHES MORE PEOPLE AT LESS COST THAN ANY OTHER MEDIA IN VIRGINIA

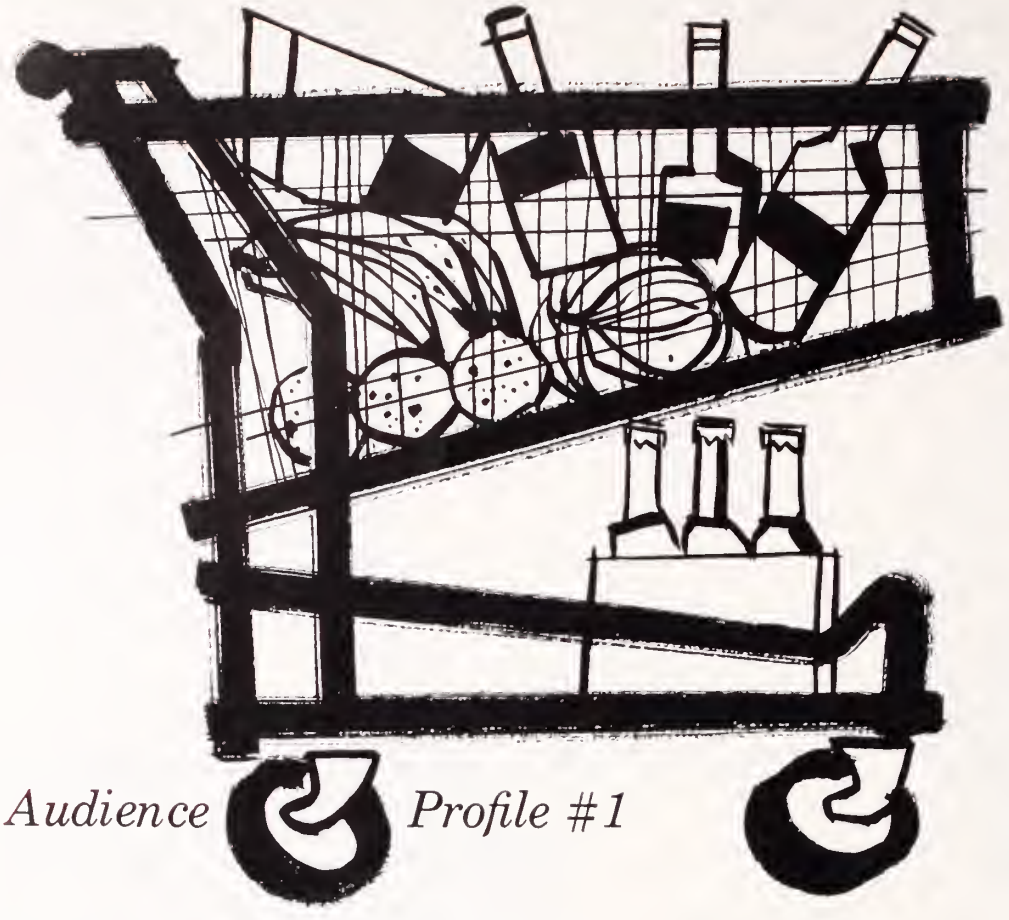
***WRVA-RADIO'S COVERAGE OF VIRGINIA INCLUDES:**

Retail Sales	54.2%
Food	49.2%
Automotive Sales	52.5%
Gasoline	54.4%
Drug	47.5%



WRVA - RADIO RICHMOND, VIRGINIA NBC

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



Audience Profile #1

How much money did you spend for food and groceries in the past seven days?

	WWDC Homes	Total Sample	% WWDC above or below Total Sample
Less than $21	21.4%	26.9%	−20.5%
$21-$29	29.4%	32.4%	− 9.3%
$30-$39	37.8%	31.0%	+21.9%
$40 and over	11.5%	9.7%	+18.6%

What *kind* of people are WWDC listeners? We know from PULSE rating surveys that they give us the greatest total share of audience in the Washington, D. C. metropolitan area. But we wanted to know more about them *personally*—so we had PULSE do a special Audience Image Study. The profile that emerged is most revealing. Take the matter of groceries. 215,763 WWDC homes spend $30 or more a week for food . . . *40.5% above the total sample average*. Doesn't this give *you* food for thought? (Next month: TRAVEL).



WWDC

Radio Washington . . . the station that keeps people in mind

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



NAB's Revenue Study Confirms Radio's Competitive Nature

In its annual round of fall conferences, the National Association of Broadcasters' study on average revenues of radio stations still has the industry talking. For one thing, the study confirmed the intense competitive nature of the radio business today.

While the number of radio stations in the past 13 years has increased 245 percent, revenues have increased only for the average station serving the largest and the smallest markets. Stations that serve a market of one million or more had an average per station revenue in 1945 of $596,900, compared with the corresponding 1958 figure of $819,000. This is an increase of 37 percent, NAB states.

An average per station increase is similarly registered for stations in the smallest markets. Serving a market of between 10,000 and 25,000, average station revenue was $71,000 in 1945 and $107,200 in 1958, an increase of 50 percent. And those stations serving a market of less than 10,000 averaged $53,500 in 1945 compared with $87,500 in 1958, an increase of 64 percent, according to NAB.

Where the Revenue Picture Tells a Different Story

But between these two extremes, where competition and the number of new stations have made their greatest impact, the revenue picture for the average station is a completely different story. Stations that serve a market of between 500,000 and one million in 1945 had an average revenue of $573,100, compared with $455,500 in 1958, a decrease of 21 percent.

Similarly, stations serving a market of between 250,000 and 500,000 had an average revenue of $360,800 in 1945 and $320,100 in 1958, a decrease of 11 percent. Stations in markets of between 100,000 and 250,000 had average revenue of $268,700 in 1945 and $209,100 in 1958, a decrease of 22 percent. And stations in markets of between 25,000 and 100,000 had average revenues of $143,700 in 1945 and $140,800 in 1958, a decrease of two percent. The study was revealed by Charles H. Tower, manager of NAB's broadcast personnel and economics department.

Conference Hears Research Behind Farm Radio Power

The penetration and power of farm radio were backed up by research at the NAB conference. A report by the National Association of Tv-Radio Farm Directors showed that the average farm family listens to radio 26.5 hours a week. It also stated that just about every farm family owns at least one radio set, and that more farm families own four or more radios than those that own only one set.

The farm report, which was delivered by Robert Palmer, Cunningham & Walsh Inc., New York, said that spot radio is a logical choice for advertisers seeking to sell the farmer because "while agriculture may be national, farming by its very nature is a local proposition. Different prod-

(Cont'd on p. 16)



WASHINGTON (Cont'd from p. 15)

ucts are raised and grown in different parts of the United States. . . . You can focus a lot more sharply on certain farm problems with spot broadcasting." The report explained that a radio station's program service to farmers is based on its farm director's first-hand knowledge of problems in the station's listening area, on visits and interviews with farmers by station personnel, and on the farmers' confidence in the station. "Radio may not be what's keeping the nation's five and one-quarter million farm families down on the farm, but radio is proving to be a big factor in keeping the farmer prosperous and happy."

The Sound of Radio Controlled by Government

In another vein, the NAB conference heard a special tape presentation on what radio would sound like if controlled by government. Delivered by William Carlisle, manager of station relations, the presentation was described as "not-too-tongue-in-cheek." It was made to emphasize the need for a strong business association and complete compliance with the NAB's Standards of Good Practice for Radio Broadcasters.

Example Cited Of 'Government' Newscast

An example of the presentation is this excerpt from a news report from a mythical station that replaced the American system of free broadcasting with a government system: *News*—"We regret that we have not as yet received our approved edition of the news from the Federal Bureau of Broadcast Censorship. Stay tuned, though, it may arrive any day at any hour. And, as you know, at 9 o'clock we will bring you a solid hour of news of *real* interest—news from the Departments of Commerce, Interior, State, Agriculture, Justice and each of 26 other agencies of your government."

Other portions of the tape presentation dealt with other aspects of station fare, such as government commercials. • • •

PEOPLE work—play—*LIVE* by RADIO!





WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PINNING or primping, radio entertains and informs her — even when she can't take her eyes from the job at hand. There's no time to interrupt her daily chores for reading or viewing. Radio sells *more economically, more completely, more often.*

WHO is the big-audience radio station in Iowa. It is *aggressive, alert, alive* — and it invests tremendous amounts of time, energy and money to attract and *keep* the big audience.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience — first place in every quarter hour surveyed — the balance being divided among 88 other stations!

You can SELL "Iowa Plus" through WHO Radio — where you get the very best programming in the State. Ask your PGW Colonel for the details on Iowa's believable, big-audience station.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

Col. B. J. Palmer, *President*
P. A. Loyet, *Resident Manager*
Robert H. Harter, *Sales Manager*

WHO Radio is part of Central Broadcasting Company, which also owns and operates **WHO-TV**, Des Moines; **WOC-TV**, Davenport



Peters, Griffin, Woodward, Inc., *National Representatives*

to sell
the most
Hoosiers
be sure
your product
is cooking
in the
hottest pot!

1260 RADIO
WFBM
INDIANAPOLIS

• Want a greater cumulative audience for your saturation spot campaign? Like to get more attention . . . pull a bigger response to your program . . . increase sales?

Then check WFBM first—*where every minute is a selling minute!* Greater program variety means more pulling power . . . gets more audience turnover hour after hour.

Ask us how WFBM can sell for you in this big, rich midwest market!

Represented Nationally by the KATZ Agency

the *Silver Mike*





THIS MONTH:

JOE GANS

President
Joe Gans & Co.

Broadcast Media Specialist Cites Job Ahead for Fm

Joe Gans, an agency president who has built his career by successfully predicting broadcasting trends-to-come, now declares that five years hence the word radio will probably be spelled most often with just two letters—fm.

By specializing only in the broadcast media, his agency, Joe Gans & Co., New York, is in a position to guide advertisers who require this kind of concentrated service. Serving advertisers throughout the United States and Canada, the agency's client list includes such firms as Time Inc., American Heritage and Norkon Pharmacal.

Mr. Gans is credited with buying more national fm time in the past year than any other agency. He also has been called in to consult with other agencies on their fm buys.

With fm on the upswing, Mr. Gans feels that "the race will go to the swift" where station profits are concerned, and that it is already high time fm began doing a more effective selling job.

To this end he applauds the establishment last September of the National Association of Fm Broadcasters to replace the old Fm Broadcasters Association which, he feels, failed to gain sufficient station backing.

"Lethargy has been the curse preventing fm from realizing more of its full potential to date.

"What fm now needs," he says," is a barrage of statistics and informational material similar to that put out for am by Radio Advertising Bureau and for newspaper, tv, direct mail and outdoor media by their respective associations. In addition, the new fm association must have 100 percent support from all fm stations in the country."

Betting on future trends in radio and tv, as well as helping establish many which are now in vogue, is nothing new for Mr. Gans. He started his own agency 14 months ago after a long and distinguished career as vice president and radio-tv director, first at Thwing & Altman Inc. and then Maxwell Sackheim Inc., both of New York.

He was one of the original supporters of weekend radio back in 1948 when Saturday and Sunday time spots were going begging, and he was buying considerable early morning time for clients as early as 1950, long before it became the most sought after niche in radio.

Since his agency's inception, about 30 percent of his billings have been in fm, with the remaining 70 percent almost equally divided between am radio and tv. • • •



FOUND:

100 travelers with $2,000 each . . . All it took was a little traveling music—on WMAQ. In this case, literally before breakfast. Chicago's Olson Travel Organization offered overseas tours at $2,000 per ticket on its 40-minute program of semi-classical music featuring Norman Ross, Saturdays, 7:15 to 7:55 a.m. In four short weeks, Olson sold out completely—100 tickets for a gross sale of $200,000. And one year in advance!

This is just one more example of how WMAQ reaches the quality buying market in the Midwest. It's every bit as easy for <u>you</u> to find the buyers you're looking for <u>anytime</u>, morning, noon or night, on...

WMAQ NBC Owned • 670 in Chicago • Sold by NBC Spot Sales



Would you like to give your friends a Gift Subscription To U. S. RADIO?

. . . at 1/3 Off Regular Subscription Price

. . . $2 Instead of $3.

And a Gift Card Which Will Be Mailed To Each Recipient.

TO RECEIVE . . . or have your friends receive U. S. RADIO at the Special Holiday Rate Mail this form ***NOW!***

U. S. RADIO
50 West 57th Street
New York 19, N. Y.

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Ordered by _____, include me in this offer ☐
Company _____
Address _____

Please Bill ☐ Payment Enclosed ☐

Note: If you have additional names please attach list.

LETTERS TO

Mmm, Cookies

(You are) to be commended for obtaining, analyzing and presenting the facts in a most readable and entertaining article (*Mother's Cookies at Top of Golden State Sales*, September 1959).

Robert L. Whitehead
Account Executive
Guild, Bascom & Bonfigli Inc.
San Francisco

(This) article was extremely interesting. It stated factually what many of us in the radio business have been saying for years regarding the proper use of radio and its effectiveness in creating retail and consumer acceptance. I'd appreciate it very much if you would send me 10 copies of the article.

Bob Fox
General Soles Manager
KRKD Los Angeles

Bon Appetite

I enjoyed reading the story tremendously (*Can Food Advertisers Use Radio Diet?* September 1959). Many thanks for your excellent coverage.

Leo Greenland
President
Smith Greenland Co.
New York

Wheel Dealing

. . . Your excellent coverage of the Petry survey of automobile dealers (*Report from Representatives*, September 1959) . . . was handled in the thorough manner that we really appreciate.

Bill Steese
Promotion Director
Edward Petry & Co.
New York

Place in the Sun

HAVE SELDOM SEEN MORE ACCURATE JOB OF REPORTING (*The Sound of Sunny Radio*, September 1959).

Bob Light
President
Southern California
Broadcasters Assn.
Los Angeles

THE EDITOR

Birthday Presents

Congratulations on your second year in business. The progress is tremendous.

Robert E. Eastman
President
Rabert E. Eastman & Co.
New Yark

You are to be commended on the splendid progress made . . . in so short a time.

Ralph Evans
Executive Vice President
Central Broadcasting Co.
Davenpart, Ia.

They have been a big two years. You've certainly made some wonderful progress.

Dr. E. L. Deckinger
Vice President & Media Director
Grey Advertising Agency Inc.
New Yark

Your publication is TOPS! Keep up the good work.

B. J. Parrish
Manager
KOTN Pine Bluff, Ark.

I wish to, if I may, pat your magazine on the back. It's the best. . . .

Kenneth C. Delp
General Manager
KLIN Lincoln, Neb.

It's been our privilege . . . to watch you grow and become more meaningful to the industry with each issue.

Bartell Family Radio stations salute you and hope for many more years of growth together.

Morton J. Wagner
Executive Vice President
Bartell Family Radio
San Francisca

Newcomer

I am a fairly recent reader of your magazine, having graduated in recent months from tv to radio. I've found U.S. RADIO to be invaluable. Next to our customer's checks, it's your magazine that I look forward to in the mail.

David G. Haines
Manager
KORA Bryan, Tex.

WKLO
LOUISVILLE

Before you buy, check

grand new, brand new

WKLO

with three times as many listeners as one year ago.*

In Louisville it's the trend, friend.

All details yours for asking your nearest Robert E. Eastman office, or Bill Spencer, WKLO.

*Trendex—August '59-'58

SOLD NATIONALLY BY:

robert e. eastman & co., inc.

"WRC Radio has been making friends and customers for Peoples Drug Stores for over a decade. The 'Sound of Quality' has furthered our reputation for dependable values and friendly service."– Clayton R. Sanders, Advertising Director, Peoples Drug Stores Inc. Another testimonial for the results derived through regular use of the "Sound of Quality" on

WRC • NBC Owned 980 in Washington, D.C. Sold by NBC Spot Sales



Are Agencies Underselling Radio?

Survey shows that although agencies believe radio is effective, they admit to selling medium short

In casting a critical eye at the visage of radio, Agency Row becomes uncomfortably aware of a wart on the end of its own nose.

That wart is clearly highlighted by answers to U. S. RADIO's recent poll of 27 advertising agencies. The survey, conducted as a corollary to last month's investigation of what advertisers think of the listener's medium, provides a composite view of radio as seen by leading national, regional and local concerns headquartered from New York to California, Minnesota to Texas. It also affords a revealing insight into the beholder as well as the beheld.

Agencies, according to agencies, are underselling radio.

Pointing the finger at their own fraternity, 77.8 percent of the ad makers polled declare that agencies give radio the short end of the stick. In the opinion of one agency spokesman, "Few agencies know how to link up radio with other media for concentration."

Says another, shifting the brunt of the responsibility back to the medium itself, "Radio is undersold by most advertising agencies because of client apathy and confusion due to instability of rates, claims and programming."

The self-indictment on the part of the agency business is especially telling in light of answers provided to the same question last month by advertisers. The majority of the companies who foot the bills are also convinced agencies undersell the "sound" approach, but less overwhelmingly so (51.3 percent).

Despite the manner with which Agency Row promotes radio to its clients, it appears firmly convinced of the medium's effectiveness. Of the agencies queried, 74 percent say radio is effective, 26 percent say it is difficult to gauge, and none says it is ineffective.

(This compares well with an advertiser response which registered a firm positive vote: 82 percent said it was effective, 12 percent said difficult to gauge, and six percent said ineffective.)

Radio is not only effective, it is "extremely effective, particularly for retailers," according to one reply. Others clarify their affirmations with such remarks as "with good advertising copy" and "it all depends on copy, saturation and on-air treatment." One, in allowing that radio is effective, adds that it is "potentially much better."

In reply to the questionnaire as a whole, D. E. Leonard, media director at Fuller & Smith & Ross Inc., New York, takes a highly optimistic

view of the field of radio. (See *Q&A*, p. 10) "It is now facing a period which I feel will be phenomenal," he says, "the period of its greatest growth, its deeper saturation and penetration of the active American's everyday life, and full recognition of its 'out-of-home' as well as 'in-home' benefits.

"In the areas of programming, sales effectiveness and research, I feel all are in good shape now, but all can be improved upon."

The survey leaves little doubt that agencies view radio more harshly than the clients who pay the bills. They seem to feel, however, that part of the responsibility belongs to radio sales efforts.

How do you regard radio as an advertising medium?
Effective . . . 74%
Difficult to gauge . . . 26%
Ineffective . . . None

More than half (55.6 percent) of the agencies surveyed believe the medium's own representatives must share their blame for understating the value of aerial advertising.

(Of the advertisers similarly questioned last month, 47.8 percent believed this to be the case.)

In their further appraisal of the cut of radio's coattails, agencies register some stinging criticisms of what they consider to be the medium's worst features. Their remarks may explain to some extent the disparity between their professed faith in the effectiveness of radio, yet apparent reluctance to encourage clients in its use. In a nutshell, they infer, radio is great in the 50-yard dash but it doesn't perform a very polished tango.

Programming and research, according to the agency view, are radio's primary trouble spots. Of the 70.4 percent of respondents who made special comments in addition to completing their questionnaires, more than three-fourths singled out one or the other, or both, for castigation. Warns one critic, "Radio should remember what happened to the public image of car dealers."

In answer to specific questions, 18.2 percent of the agencies polled consider programming to be poor. Another 37 percent consider it adequate, only 7.4 percent consider it good. Another 7.4 percent hold that the quality varies considerably from station to station.

Edward F. Ritz, vice president of media at Klau-VanPietersom-Dunlap Inc., Milwaukee, acknowledges radio's potential but takes a different view of its actual operation. "In any one of the areas covered by the questions one can find outstanding radio properties well managed, with good aggressive representation and good programming. Unfortunately, these stations are in the minority, for there are a far larger number who do a mediocre or poor job all the way from management down."

Asked whether they think radio programming shows imagination, only 7.7 percent of the respondents say yes, another 19.2 percent say "in some instances." 23 percent say it shows none. All radio programming sounds the same, in the opinion of 46.2 percent. Another 19.2 percent qualify that statement with "a lot sounds the same but there are some notable exceptions," 7.7 percent say it varies by station. In several instances, respondents gave dual answers to this question.

What do you think of the job radio management is doing today?
Good . . . 21.5%
Adequate . . . 43.7%
Poor . . . 34.8%

(Advertisers evinced considerably more approval, or at least tolerance, of programming in their majority opinion—54.7 percent said it was adequate, 16.8 percent said it was good.)

The sound medium is still trying to learn what—and how much—agencies want in the way of research. Following a year of new research projects on quantitative and qualitative aspects of radio listening—as well as new research on specialized radio listening, such as farm and Negro radio—the listener's medium is still making slow progress in proving the point to agencies.

Radio research therefore is still regarded with misgivings by the majority of agency people queried: 13.5 percent consider it good, while 67.3 percent say it is poor and 19.2 percent term it adequate.

As to whether available radio research compares favorably with that of other media, 76.9 percent of the respondents say no.

(The agency view thus expressed is at odds with that of advertisers. From the company's side of the fence, radio research looked good to 16.7 percent and adequate to 50 percent; it compared favorably with that of other media, according to 52.1 percent.)

Management

In the area of radio management, a majority believe it is doing an appropriate job, although they state firmly there is room for improvement. Of the respondents, 43.7 percent think management is doing an adequate job, 21.5 percent rate it as good, with 34.8 percent saying it is poor.

(This contrasts with the opinion voiced by advertisers, 38.2 percent of whom held that radio management was doing a good job and 43.7 percent of whom called it adequate.)

On this question, as well as several of the others, the ballots are marked with split votes and marginal explanations. One respondent allocates his answer to indicate "about 30 percent good, about 30 percent fair, the balance poor." Another says management is adequate "but spotty."

What do you think of radio research today?
Good . . . 13.5%
Adequate . . . 19.2%
Poor . . . 67.3%

Delving into the subject of programming at more length, agency spokesmen take time to comment in some detail on this aspect of radio.

"Lots of stations are doing some very clever things which show good thinking," Hal Gardiner, owner-manager of Gardiner Advertising Agency, Salt Lake City, contends regarding promotions and on-air techniques. "The most important thing that radio needs is to shut off all the unnecessary yak.

"There is nohing wrong with loud noises on radio if there is some contrast with quieter segments."

Academic Training

Says William Allen Peck, copy chief at Richard Carr Inc., San Antonio, Tex., "What radio needs is an intensive program to get men with college degrees in radio-tv production, journalism and related fields, and then encourage them to dream up new ideas in radio programming, the more enterprising the better."

Does available radio research compare favorably with research available in other media?
Yes . . . 23.1%
No . . . 76.9%

Gene F. Seehafer, media supervisor at Needham, Louis & Brorby Inc., Chicago, declares:

"A more favorable media image is one step towards improving radio's effectiveness, for it helps increase time sales and build audiences. Bigger audiences, enhancing product sales potential, are also a direct function of improved programming and improved selling.

"The radio networks continue to do an excellent job in providing news services for affiliates. But the same imagination in network news programs must also be injected into the station's own local news shows and, further, throughout the schedule."

Pointing to current efforts being made to improve programming, Mr.

What do you think of radio programming today?
Good . . . 7.4%
Adequate . . . 37%
Poor . . . 48.2%
Varies by station . . . 7.4%

Seehafer adds, "The recent group of station image studies that have been reported to us indicate that at least a small group of radio management people are aware of the need for all-around improved programming and are seeking research guides to improve the personality of their station, and thus enhance the effectiveness of radio.

"More specifically, they seek to manage a station that reflects such favorable attributes as authoritativeness, friendliness, reputation, respectability, believability, modernness, and sincerity. To avoid being

Do you believe radio is undersold by most advertising agencies?
Yes . . . 77.8%
No . . . 22.2%

Do you believe radio is undersold by its own salesmen?
Yes . . . 55.6%
No . . . 44.4%

tagged as 'over-commercialized,' alert station management should maintain both a quantity and quality control over commercials. Quality control not only keeps borderline products off the air, but eliminates loud, shouting, irritating and poor-taste messages."

Bill Murphy, media director at W. B. Doner & Co., Baltimore, says, "I think radio has made itself so appealing to advertisers that it is enormously over-commercialized. Any effective use in the face of this disadvantage demands the maximum creative effort of agencies."

Adds F. C. McCormack, timebuyer at Ketchum, MacLeod & Grove Inc., Pittsburgh, "In too many major markets, there is very little 'cre-

(Cont'd on p. 58)

THOSE SURVEYED:

New York
Young & Rubicam Inc.
Foote, Cone & Belding
J. Walter Thompson Co.
Grey Advertising Agency Inc.
Erwin Wasey, Ruthrauff & Ryan Inc.
Richard K. Manoff Inc.
Fuller & Smith & Ross Inc.
Joe Gans & Co.

Chicago
Leo Burnett Co.
Needham, Louis & Brorby Inc.
Grant Advertising Inc.
Keyes, Madden & Jones
Wright-Campbell & Suitt Inc.

Philadelphia
Gresh & Kramer
The Clements Co.

Pittsburgh
Ketchum, MacLeod & Grove Inc.

Baltimore
W. B. Doner & Co.

Detroit
D. P. Brother & Co.

Milwaukee
Klau-Van Pietersom-Dunlap Inc.

Minneapolis
Campbell-Mithun Inc.

St. Louis
D'Arcy Advertising Co.

San Antonio
Richard Carr Inc.

Dallas
Rogers & Smith Advertising Agents Inc.

Salt Lake City
Gardiner Advertising Agency

Los Angeles
Tilds & Cantz Advertising

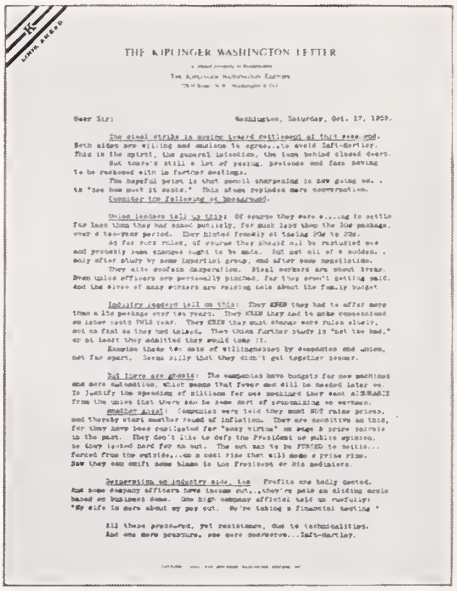
Seattle
Botsford, Constantine & Gardner Inc.
Miller, Mackay, Hoeck & Hartung Inc.

How Kiplinger Wins

Publisher of monthly Changing Times and weekly Washington Letter spends more than $500,000 in radio annually. Tapes its own programs for use on 'talk' stations in 50 markets



This monthly magazine, dealing with household money management problems, uses a taped 15-minute program in 50 markets on about 100 stations. Show is usually aired on Saturday or Sunday mornings. It is also trying shorter programs, mid-week evenings.


THE KIPLINGER WASHINGTON LETTER

Dear Sir: Washington, Saturday, Oct. 17, 1959.

Weekly newsletter, four pages of news and trends for businessmen, is allotted about $75,000 a year of the total radio money. It, too, uses a 15-minute taped program that is aired in five major cities on weekend mornings. 'Letter' was first Kiplinger publication.

Subscribers



A year-around radio advertiser, which claims it has a fool-proof ratings system, is currently staking more than $500,000 annually—or approximately 20 percent of its advertising budget—on the conviction that the stations which do the most talking also do the most selling.

After eight years on the air, the Kiplinger Washington Editors Inc., publisher of *Changing Times* magazine and the *Kiplinger Washington Letter,* is convinced that the stations that bring results for it are the talk outlets—in particular the ones that spotlight news and public affairs with solid 15-minute coverage.

According to Robert Day, account executive for the Kiplinger agency, Albert Frank-Guenther Law Inc., New York, "After years of trial and error, we find that we get the best results from this type of station and our only regret is that there aren't more of them."

So successful has radio proved, Mr. Day declares, that at the present time Kiplinger gets half of its short-term trial business for *Changing Times* from the sound medium's listenership.

During the past five years, the client has kept pace with the radio results by increasing its original $200,000 investment to the more than half a million cited above.

The Kiplinger organization, whose publications probe the depths of business, finance and commerce, spends most of this money for a 15-minute program on tape called *Changing Times.* Designed to help the average man make the most of his paycheck, the show gives hints on how to buy better value and keep from wasting money. Favorite audience-getter topics include tax advice, new car data, gyps and dodges to steer clear of, and what to do when you can't afford to pay a bill.

Heard in the top 50 markets (exclusive of Baltimore and Washington), *Changing Times* is broadcast weekly, usually on Saturday or Sunday mornings over approximately 100 stations. In its most profitable markets, the show is aired in different versions two or three times a weekend.

Kiplinger rates its programs' pulling power by tabulating audience mail response. Each *Changing Times* commercial asks that the listener send in two dollars to cover a trial subscription for the monthly magazine. If the money accompanies the order, the respondent receives a dividend in the form of a digest of previous *Changing Times* articles. If the money is not enclosed, the listener is advised not to pay if he isn't satisfied with the first issue.

"By far the largest number of subscribers do pay eventually," states Harry Hites Jr., Kiplinger sales director, "and the cash-charge ratio runs about 50-50."

Mr. Day points out that his client has had time to develop considerable radio experience for judging stations in relation to cash-on-the-line results, and has now culled a list of reliable standbys which form the nucleus of the magazine's radio buys.

"The reason why these talk stations do so well for us is two-fold,

we think," says Mr. Day. "First of all, the people who tune in stations that give weight to news, intelligent discussion and public affairs are probably going to be interested in a magazine that also emphasizes these things. But, in addition, we feel there is a plus value in the fact that this type of broadcast operation induces the *listening* habit. If you've been hearing the news or a panel political discussion, for example, you've developed a mental attitude towards listening to the voice on the radio and not towards tuning it out between musical selections."

Because so many stations are not now geared to 15-minute segments, Kiplinger is trying for the first time this autumn an experiment with a five-minute format on a limited basis in a few markets, but says it is too early as yet to pinpoint results.

The publishing house is also buying into fm at the present time, having a schedule of 12 spots per week on the Concert Network. The announcements run two-and-a-half minutes and play during the evening hours.

The third "first" for Kiplinger this fall is the extension of its 15-minute program into mid-week during evening time, principally because of the shortage of suitable and sufficient weekend availabilities. According to Mr. Day, the results here are good so far.

Kiplinger's last-but-not-least radio venture is its $75,000-a-year sponsorship of a second quarter-hour segment designed to promote its *Washington Letter*, a four-page trend-spotter aimed at all businessmen. This show is heard on half a dozen stations in New York, Los Angeles, Chicago, Detroit and Boston. It also follows the "helpful hint" format of the *Changing Times* program and is similarly aired on weekends in the morning hours.

According to Mr. Day, the major departure from the *Changing Times* program lies in the fact that none of the information contained in the actual *Letter* is used on the air, whereas the magazine's articles are frequently the basis for *Changing Times* scripts. This difference is due to the weekly *Letter's* confidential nature.

Commercials for the *Washington Letter* ask the listener to mail in four dollars for a year's subscription and offer no dividend.

These shows are also taped and have been on the air for just one year. Mr. Day says they are particularly beamed at the young junior executive and feature a "philosophical" approach to such topics as "ten ways to get ahead." To date, they are "pulling in a very satisfactory number of paid subscriptions," the AF-GL account executive notes.

Two circumstances combine to play an unusual role in Kiplinger's radio activities, according to Mr. Day. Since the publications accept no advertising and cannot be bought on newsstands, the radio commercials take on added urgency—the only way you can receive the *Letter* or *Changing Times*, they point out, is by subscription.

The reverse side of the coin which sometimes boomerangs against the client, Mr. Day declares, is Kiplinger's policy of telling the truth as the publisher sees it—regardless of whose toes get stepped on in the process.

"Since we take no advertising, we can afford to say what we please," Mr. Day states. "While this works to our advantage, there have been times when stations—which do have other clients—have felt they could not go along with Kiplinger's policy of letting-the-chips-fall-where-they-may. This has sometimes meant the agency had to look around for another buy."

An example of a controversial article from a station point of view would be one from a recent issue of *Changing Times* entitled, "Those New Auto Finishes . . . Supposedly They Make Waxing and Polishing Obsolete . . . But Do They?"

WHAT KIPLINGER SAYS ABOUT ITS RADIO USE

1. ***'Stations that do the most talking do the most selling.'***
2. ***Half of its short-term trial subscriptions for 'Changing Times' are from sound medium.***
3. ***It spends three times as much in radio today as it did five years ago.***
4. ***Radio programs are designed to reach both men and women.***
5. ***Almost all its radio use is through programs that are specially taped.***
6. ***It is experimenting, too, with nighttime fm announcements.***

Kiplinger's answer was in the negative and a station carrying automobile advertising might also have had a similar answer . . . for Kiplinger. In order to minimize this kind of difficulty, the agency tries to avoid referring to such controversial articles in its scripts.

The agency tapes four different *Changing Times* programs each week, using two announcers, Ed Hart and Don Baldwin. Mr. Hart also does the *Washington Letter* show. Two men are used, according to Mr. Day, because their varying styles can be suited both to the individual script involved and also, at times, to what seems to be most popular in certain markets. Mr. Baldwin features a rapid-fire, factual delivery, while Mr. Hart is "more the philosophical type."

Both programs are aimed at attracting men and women, Mr. Day says, and are scheduled when both sexes tend to be at home. Although one might normally expect men to be more interested in saving money and in business affairs, Kiplinger has found that women are a big help in "getting their husbands interested in the publications."



Robert Day, Account Executive
Albert Frank-Guenther Law Inc.



Ed Hart
Announcer for 'Letter' shows and one of two announcers for 'Changing Times' programs

Early Radio Use

When Kiplinger first went into radio years ago, Mr. Hites explains, "we started trying to sell two-dollar trial subscriptions with spot announcements. It was a complicated offer—one of those 'Tell us no or we'll bill you for two dollars' deals.'

"It fell flat on its face. I think we spent more money answering complaint correspondence than we took in.

"Then a new agency, Albert Frank-Guenther Law with Bob Day as account executive, decided to go for inquiries because we felt the magazine was good enough to sell itself if we could get it into the customer's hands," Mr. Hites declares.

"And it worked out pretty well. We bought one-minute spots and station breaks, pulled in hundreds of thousands of inquiries and managed to book a very respectable percentage of them as long-term subscribers.

"We didn't hit the real jackpot, though, until five years ago. We worked up our 15-minute *Changing Times* editorial program, then went back to selling a two dollar trial subscription, and we've been happy with the action from that formula ever since."

Mr. Hites also points out that it is much more profitable to concentrate on selling those who clearly understand that they are going to pay Kiplinger two dollars, rather than mailing three or four efforts to lots of people who are just curious.

The cost-per-order to Kiplinger, Mr. Hites says, is "almost identical" when radio is compared to direct mail—which still gets the bulk of the publisher's advertising dollars.

The Kiplinger organization—now world famous and employing several hundred persons—started in 1923 "with a serviceable pair of legs, a typewriter, a mimeograph machine and postage stamp money."

It was the brainchild of a 32-year-old journalist from Ohio, W. M. Kiplinger, who had already become a crack reporter for the Associated Press in Washington, and later a compiler of business reports for a New York bank.

Deciding that he would like to extend this type of reporting service to all businessmen, not just the customers of his bank, Mr. Kiplinger stayed late at his office one night, typed out a page of items and labeled it the *Kiplinger Washington Letter*.

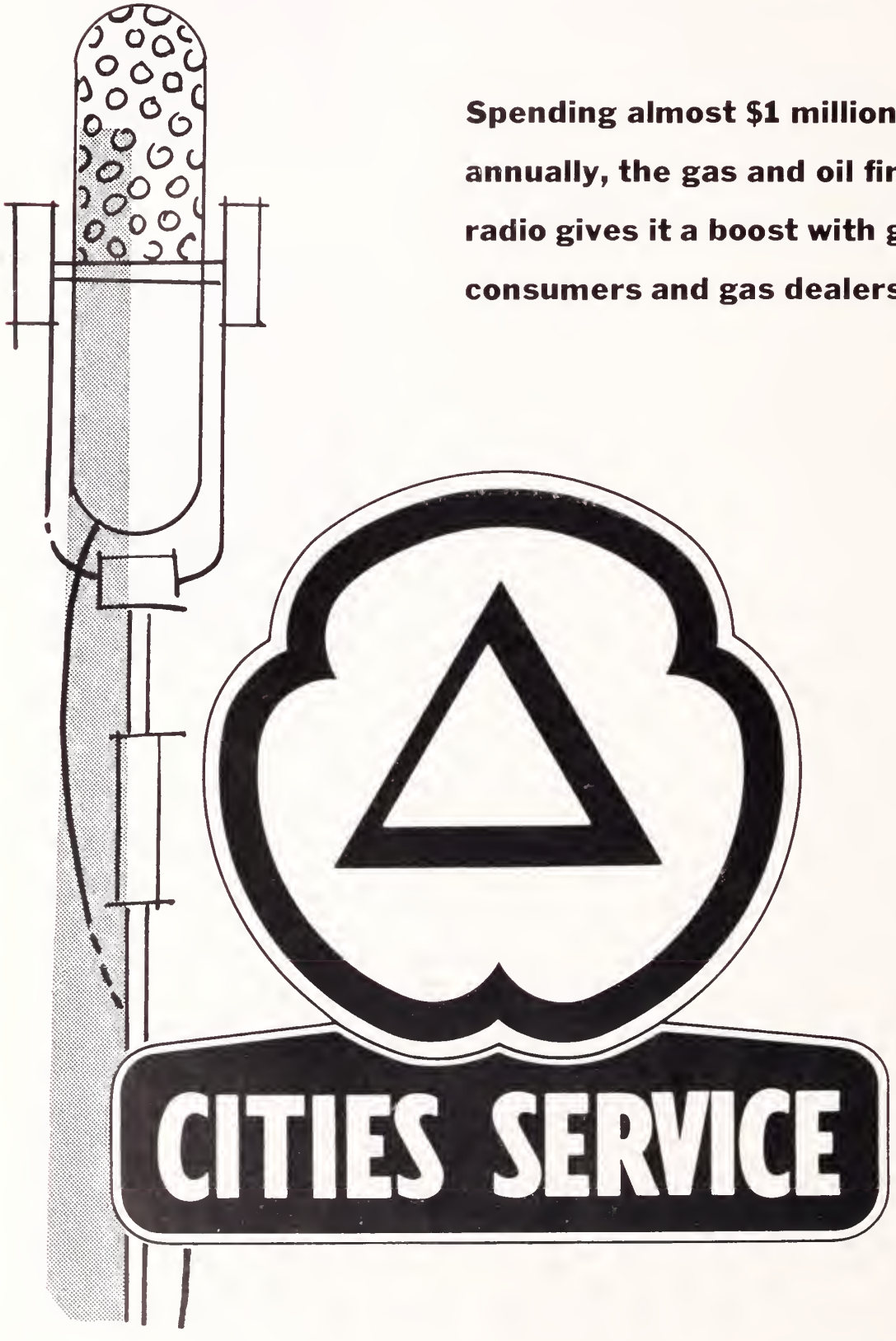
Years later, the several hundred men on his mailing list had grown to many thousands and the Kiplinger firm had expanded with the publication of *Changing Times*, the *Agricultural Letter*, the *Tax Letter* and the *Florida Letter* (dealing with money-making opportunities in that state).

"Radio," according to Mr. Day, "is helping Kiplinger to go right on broadening its circulation base—which is precisely why we are spending three times as much in radio today as we were five years ago." • • •

CITIES SERVICE AND RADIO:

'Side by Side'

Spending almost $1 million annually, the gas and oil firm finds radio gives it a boost with gas consumers and gas dealers



Mobility of sets enables the sales message to reach both potential customers and individual dealers at their places of business



Harmonizing on a well-remembered melody, Cities Service Co. and radio are singing a new commercial duet—one that offers a built-in description of their recently resumed partnership in advertising.

"Side by Side" provides the tune for the oil company's latest commercial to go on the air in its 38-state marketing area. That title aptly sums up the present and recalls the past regarding Cities Service and radio. Indications are it portends the future as well.

One of the nation's major petroleum producers, the firm at present spends what is believed to be close to $1 million annually in radio. It is now studying plans for a 1960 advertising program which may increase that figure appreciably.

Although the tune is the same, the lyrics and tempo of "Side by Side" in its Cities Service rendition reflect a change in time and climate since the company first linked arms with the listener's medium.

Today, according to Ellington & Co., New York, agency for the account, the company's commercials are broadcast in periodic flights, usually of six weeks' duration, and may average 3,300 announcements a week over approximately 125 stations from the Atlantic to the Rockies.

For years Cities Service was the oldest continuing advertiser on the air, first as sponsor of band concerts from Carnegie Hall in the mid-1920's, then of the *Highways of Melody* program in the 1930's and later of *Band of America* with Paul Laval. It parted company with the listener's medium in the early 1950's, after long association, in order to venture out with newly-arrived television on an evening timetable.

In 1958, however, cocking an ear to the powerful new sounds of selling coming from radio across the country, the oil firm took another look at this old friend, whose shape had been considerably re-styled in the interim and whose advertising ability appeared even more appropriate than before to the current automotive era.

The reunion that resulted is proving to be a satisfying one for both parties, according to Ellington & Co. Working closely with Tom DeBow, Cities Service vice president in charge of advertising, the agency has provided an increasingly strong accompaniment of spot radio for the account during the past two years.

The agency cites two double-barreled reasons for using radio for its oil client:

- The basic economic factors of radio allow coverage of a maximum number of areas at a maximum level of frequency.
- Mobility of sets enables the sales message to reach both potential customers *and individual dealers at their places of business.*

"An important secondary factor is being able to reach dealers as well as customers with our commercials," says Burke Crotty, agency vice president in charge of radio and television. "Hearing the advertising support they're receiving from the com-

In flights of six weeks' duration, Cities Service averages 3,300 announcements a week over about 125 stations from the Atlantic to the Rockies

pany while they're right on the job helps them get the most from it, and is good psychology, too.

"Radio is the logical medium to use to reach the service station operator at his place of business."

Outlining a typical Cities Service campaign, Dan Kane, broadcast media director at Ellington, explains that the company utilizes flights averaging about six weeks in length and broadcast over "two or three stations in a given market area."

Driving times—especially mornings between 7 and 8 a.m., depending on market characteristics—are selected for a concentration of one-minute announcements on Wednesdays, Thursdays and Fridays. Comes the weekend, reminder ID's are used instead, "about every half hour" both Saturday and Sunday to catch the more varied pattern of traffic as well as a broad cross-section of the in-home audience.

"Our chief concern is reaching the largest possible number of listeners, whether or not they're actually behind the wheel when they hear our commercials," Mr. Kane declares. "Buying morning traffic times is a logical step because listening in general is reaching a peak at that time, and the highway listener is a bonus."

Although the man of the household generally decides what automotive products will be used in the family car, he adds, Cities Service commercials don't restrict their appeal to him alone. "We feel," says the broadcast media director, "that family opinion is important."

Referring to a recent "Last Word" study by the Radio Advertising Bureau regarding gasoline buying habits, Mr. Kane notes that the survey, "conducted subsequent to our adopting this pattern, bears out that this is the right approach—we're doing even somewhat better than the level the bureau predicted."

The survey disclosed these salient facts, according to RAB:

- Radio reaches more gasoline station customers than any other medium before the purchase is made—better than a fifth more customers than newspapers, more than twice as many customers as television and magazines combined.
- Radio gets more time in with gasoline station customers before the purchase is made—considerably more time than is spent with all other media combined.
- Radio delivers the "last word" to gasoline station customers before the purchase is made. It reaches more than three times as many customers within 30 minutes as all other media combined.
- Automobile radio alone is as important as any other single medium, accounting for nearly two-thirds more of the total exposure time of gasoline station customers than the second-ranked medium.

Use of a radio "flight pattern" gives Cities Service the advantage of concentrating its radio buys in specific periods of time and thus broadcasting a "stronger voice," the Ellington agency points out.

"Through bunching our announcements both as to days in the week and weeks in the year, we approach more of a saturation level," says Mr. Kane. "This wouldn't be the case with a sustained effort of lesser frequency."

Another consideration which the oil firm feels gives further value to use of radio in flights is the Cities Service calendar of promotional events. Schedules on the listener's medium are timed to coincide with such promotions.

Antique Prints

"One promotion, for example, was our offer of antique car prints suitable for framing," Mr. Kane recalls. "The listener was invited to go into his nearest Cities Service station, and without obligation fill out a card requesting that the prints be sent to his home—which they were, without charge. An appreciable part of our air time was devoted to publicizing the offer, and the volume of requests was so gratifying we subsequently conducted promotions offering antique locomotive prints and then antique steamboat prints."

Tying in with the seasons, Cities Service advertising copy also reminds the automobile driver of the time to switch to anti-freeze in the fall, the need for snow tires in the winter, and the approach of warm weather which calls for a spring check-up and change of oil.

In general, Cities Service believes, there are no wide seasonal fluctuations in its over-all sales. Product emphasis is changed to suit the weather, but the radio schedule continues in its pattern regardless of which way the wind blows.

The company supplies gas stations with "TBA"—that is, tires, batteries and "accessories" such as anti-freeze and other petroleum by-products—as well as gas and oil.

Local stations—both Cities Service and radio—are high on the list of important factors in the agency's campaign planning, according to Mr. Kane. Cities Service stations, he

explains, are located throughout the East and Midwest, in 38 of the 50 states of the Union.

"At frequent intervals we send out promotion kits to the radio stations we're using," the broadcast media director continues, "providing them with suggested copy for mailing pieces, layouts for window streamers and other materials enabling them to work more closely with local outlets for Cities Service products. In this way, we present constructive ideas to the broadcaster, who can take it from there.

"We've had extremely favorable response to these kits, and a very high degree of usage."

The latest commercial for the company, set to the tune of "Side by Side," has received a degree of unexpected promotion, too, he notes.

"One air personality played the newest jingle through and was so intrigued by it that he commented it was better than some of the popular records received by the station."

Wide Range

The agency describes the series of musical announcements as using the basic tune in a wide range of tempos, from cha-cha to hoe-down. In each case the words are virtually the same, but the instrumental and rhythmic variation gives the effect of a completely different commercial for each version, Mr. Kane says.

The lyrics go like this:

For economy out on the highway
Cities Service is my way
For a luxury drive
Make your car come alive
At the green and white sign.

High Note

Unsolicited comments from stations and listeners voicing appreciation for the jingles have led agency and client to consider they've hit a new high note of harmony in their present campaign. And they're considering, as well, the next step toward a melodious 1960 in concert with radio. • • •



Tom DeBow
Cities Service V.P.



Burke Crotty
Ellington V.P.



Dan Kane
Agency Broadcast Media Dir.



Mushrooming Markets

Spread of population beyond city lines poses new marketing area concepts.

Media challenge: Is radio best bet for local interests of outlying areas?

THIS IS BOSTON MEGATOWN

The following figures compare the standard metropolitan area of Boston with what Westinghouse describes as Boston Megatown (differences between the two are explained in story below).

	SMA	MEGATOWN
Population (thousands)	3,041.5	5,319.4
Total Homes (thousands)	874.6	1,548.9
Retail Sales (000)	$4,089,353	$6,700,858
Food Sales (000)	$1,125,808	$1,868,464
Drug Sales (000)	$ 135,799	$ 218,256
Effective Buying Income (000)	$6,349,496	$10,467,587
Supermarkets	453	823
Automobile Registrations (1956)	866,059	1,577,058

Sources: Sales Management Survey of Buying Power—for Market Data
American Weekly—for Supermarkets



As scientists experiment with the phenomena of the space age, the dawn of inter-planetary travel does not seem far away. And with it, the travel confinements that man has known since Columbus' discovery are steadily disappearing.

In a more provincial way, the forces of modern-day travel and communication are also changing previously-defined *local* boundaries set up by federal and state governments. (Radio, of course, has never followed the artificial limitations of metropolitan and county lines. It is because of this transcendant power of the radio wave that the medium—even to the smallest station—is considered interstate commerce.)

Today's split-level mode of living is bringing about new appraisals of what a market actually is. The term *standard metropolitan area* has received the heaviest bombarding when used as a marketing unit. (It was conceived as a *statistical* measure.) This bombardment from many sources is being done certainly not out of displeasure with the U.S. Government, but rather out of the realities of modern marketing needs—that the distribution and sales areas of a community are no longer confined to fixed boundaries.

Two somewhat similar area concepts were revealed by different sources in the same week last month:

- Westinghouse Broadcasting Co. has a plan called Megatown, defined as a giant community area that is "influenced by and tied to a dominant central city."
- WBT Charlotte, N. C., has labeled its idea the Total Market Concept, with virtually the same base.

In addition to these, however, other ideas that have been advanced previously include relatively simple concepts, like recognizing the shift of population beyond city lines to sprawling suburbia. Then, there are more complex approaches, like J. Walter Thompson Co.'s interurbia ideal and Adam Young Inc.'s "advertiser area" concept (see *The Young Proposal,* April 1959). And recently, an agency executive proferred a plan that would create, for national business only, one market out of the Baltimore, Md.-Washington, D. C., area.

The extent to which these concepts gain acceptance vary according to individual markets. Some of the factors that must be considered in applying these ideas are geographical terrain, power of competing stations, distribution of population, spreading of shopping centers, and development of highways and communications media.

I. Megatown

As for the Megatown idea, Westinghouse believes there are perhaps 15 or 20 U.S. markets that have the necessary characteristics.

According to Melvin Goldberg, director of research, "Megatowns are, in effect, regional urban areas which have been brought about by sharp increases in population, new highways, mass housing extending far beyond city lines, huge shopping centers on former farm land, and expansion of industry with great technological advances."

Megatowns have three population rings—the central city ring, the metropolitan ring and the satellite ring.

The ability of broadcast media to

reach beyond the metropolitan limits of a city provides the natural values that conform well with this marketing concept.

An example of the statistical spread can be found by comparing the standard metropolitan area and what Westinghouse calls the Boston Megatown.

The standard metropolitan area of Boston, according to Westinghouse, is confined to four counties. The Megatown "community" includes 11 counties in Massachusetts, eight counties in New Hampshire, four counties in Rhode Island, two in Vermont, and one each in Connecticut and Maine. (For a comparison of the market figures between the two units, see chart, p. 35.)

The role of media in Megatown is affected by the mobility of its residents, Mr. Goldberg declares. This involves mobility of transportation, communication, and customs and habits.

In transportation, Mr. Goldberg points out that people no longer measure distance in miles, but rather "in the fourth dimension, time. They live 10 minutes from the shopping center, not five miles."

As for communications, the researcher states that with electronic media, "people are no more than a fraction of a second away from anywhere else in Megatown." In terms of customs, Westinghouse states that residents in outlying areas essentially have a community of interest with the central city over such matters as employment patterns, taxation and finance, family relationships, highways and traffic, civic pride and problems, and entertainment and sports.

At the same time, however, Megatowners shop nearer to their homes for all types of products, many of which are sold by branch outlets of central city stores, Westinghouse says.

An example of the way Megatown has influenced retail sales is provided in the Pittsburgh area. According to Westinghouse, retail sales from 1954 through 1958 for the entire Pittsburgh Megatown increased nine percent. "However, closer analysis shows that retail sales in this period actually decreased five percent in the central city, while the remainder of the Pittsburgh Megatown (the metro and satellite rings) showed an increase of more than 13 percent."

II. Total Market

Another "area" plan, the Total Market Concept, was devised by WBT Charlotte. According to Robert Covington, station vice president, research-promotion, "There is a basic change today from a city marketing concept to an area marketing concept."

He cites two major developments that are leading this trend. "The first is the dispersion of industry, the change from one great plant to a number of smaller plants throughout the country, generally located in smaller cities and towns and, in some cases, even in the rural areas. The second factor is the movement of people from large cities to the suburbs and rural areas. This movement has almost reached the force of an explosion."

Mr. Covington states that the standard metropolitan areas were not designed as marketing areas, but merely as units for the collection of statistical data. "However, the recent addition of the word *statistical* may be one indication that the standard metropolitan statistical area is not intended as the final answer to geographical marketing."

He then outlines what he feels are two limitations to using the SMSA as an effective tool in marketing. In the first place, he says, the SMSA is tied to county lines (except in New England) and U. S. counties vary greatly in size. As an example, he declares that two SMSA's with one county each can vary as greatly as Charlotte, with 552 square miles, and San Bernadino, Calif., with 22,000 square miles.

The second limitation, and probably the most critical, is that the

The Total Market Concept of WBT Charlotte, N. C., is brought to New York agency attention by Robert Covington, vice president, research-promotion. Present are (l to r): Arthur Pardoll, Foote, Cone & Belding Inc.; Paul Marion, WBT sales manager; Mr. Covington; Phil Kenney, Kenyon & Eckhardt Inc.; Bill Hinman, Lambert & Feasley Inc., and Richard Puff, Sullivan, Stauffer Colwell & Bayles, Inc.



percentage of population living in SMSA's "varies violently" from state to state. "In Massachusetts," Mr. Covington says, "98 percent of the population lives in SMSA's, but in other areas, such as North and South Carolina, 60 per cent of the population—or 3,600,000 people—live outside SMSA's."

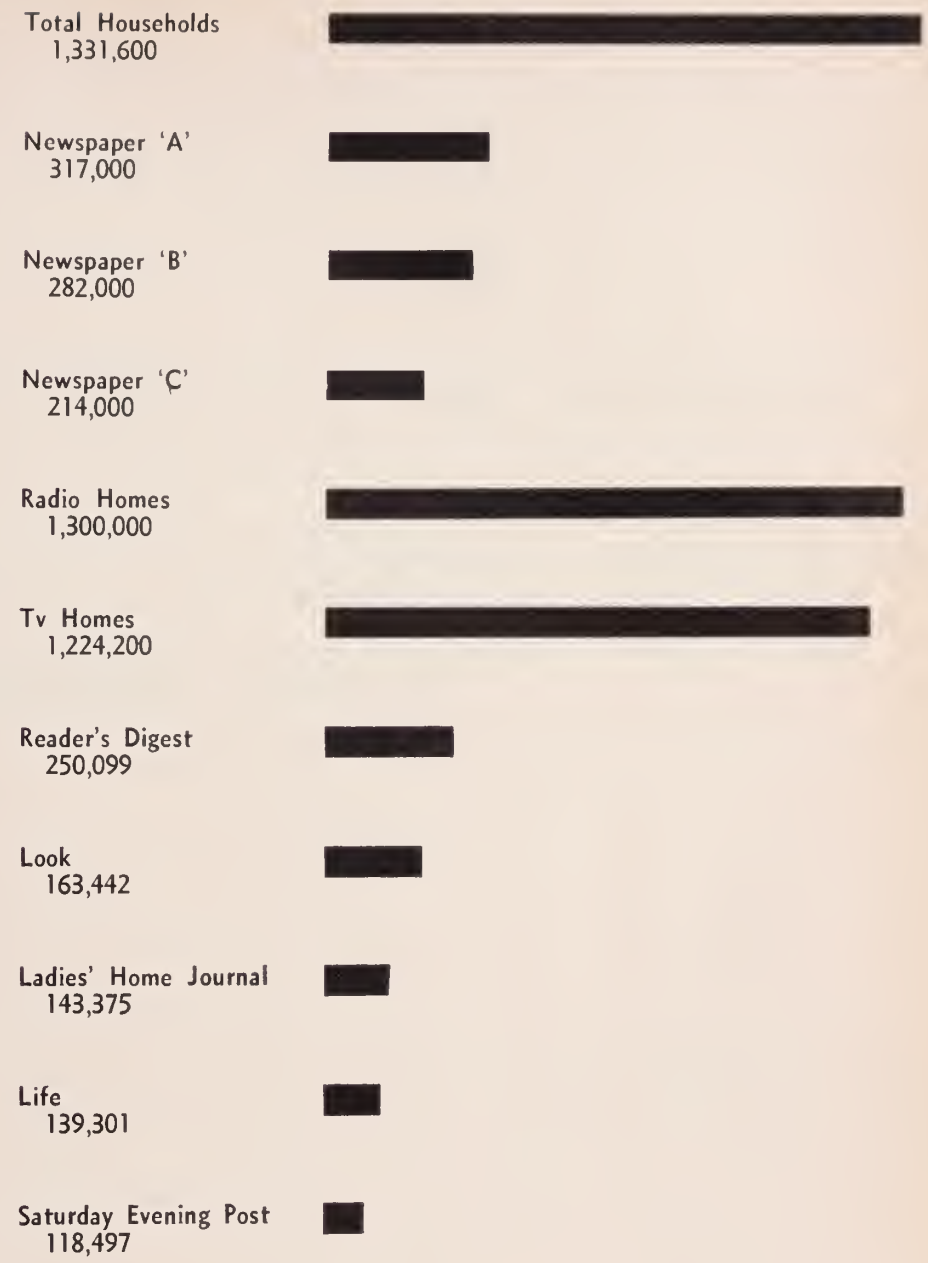
To illustrate the point, Mr. Covington declares that within a month when the city limits of Charlotte are extended, it will have a city population of 200,000. "Although this is not large as U.S. cities go, Charlotte actually has more people within a radius of 75 miles (2,216,600) than live in a similar radius in Atlanta, Minneapolis, New Orleans or Kansas City."

Supporting this Total Market Concept, Mr. Covington states that WBT studied two phenomena that he feels justify this view—the flow of customers from the area into the city and the flow of salesmen out of the city into the area.

"A study of 16,000 charge accounts, doctor bills, airline reservations and other evidence of area citizens using Charlotte facilities proves that one out of every three 'customers' comes from outside the SMSA. The percentage ranges from 20 percent to almost 50 percent in some department stores. It is about one-third for airline reservations. At seven performances of the 'Icecapades' in the Charlotte Coliseum, 60 percent of the customers came from outside the SMSA.

"As for outflow, Charlotte-based salesmen of wholesale grocers regularly travel 35 miles outside of the city. Salesmen of Charlotte wholesale druggists regularly travel 75 counties outside the city."

MEDIA IN PITTSBURGH MEGATOWN



Source: Sales Management (1959)
ARF (1959). Compiled by Westinghouse Broadcasting Co.

III. Media Challenge

The challenge to media that the Megatown and Total Market concepts represent is enormous. Can radio, for example, effectively serve the various area communities with local news and information?

Certainly, air media have the greatest opportunity because of their natural values. For example, WBC states that 50 daily newspapers in the Pittsburgh Megatown include Pittsburgh stations in their daily program logs.

At the same time, according to WBC, Pittsburgh newspapers have circulations that are more closely tied to the central city. For example, according to 1957 statistics, WBC says there are 1,300,000 radio homes in the Pittsburgh Megatown.

Newspaper A circulation is 317,000 homes; newspaper B, 282,000, and newspaper C, 214,000. Although total radio homes actually cannot be compared with newspaper circulation, the spread between the two represents the difference in potential.

But what stations that attempt to cover the Total Market and Megatown area must prove is: Are their operations geared in a way that they serve the interests and tastes of the people in this giant complex?

Among the things WBT has been doing is to interpret local news events from outlying communities in terms of the "Charlotte-centered area."

And Westinghouse, cognizant of broadcasting's role, has undertaken steps "to initiate, recognize and endorse Megatown and the *responsibilities* it entails." • • •

LISTENER LOYALTY PROVES THAT...

Radio Has The 'Difference'

Radio is perhaps the most democratic of all media. Market by market, the choice in listening fare—and the competition for audience—makes rival local media look like a family circle meeting.

Agency brass maintain that, to them at least, radio sounds the same (see lead story, p. 23). However, listeners (remember them?) give every indication that radio fulfills the French ideal of *vive la difference.*

A relatively new area of radio research—the study of duplication in audience among stations in the same market—shows that whether in regard to the selection of music, the coverage and presentation of news, production and promotion techniques, or variety programming, the listener is aware of the "difference" in sound. The term *duplication* merely refers to the extent of overlap in homes reached by the competing stations.

What these studies show is that the radio listener is essentially loyal to one or possibly two stations. Therefore, if an advertiser's main job is to reach as many different people as possible, two or more stations in a market are necessary.

In a study conducted for Meeker Co. and its represented station in Seattle, KXA, A. C. Nielsen Co. figures show that duplication in audience between stations of different programming is inconsequential. And, surprisingly, the duplication between audiences of similarly programmed stations is minimal.

For example, the duplication in weekly audience between the good music station and the leading top 40 station at the time of the survey was only 1.7 percent of the total combined cumulative audience of the two. The duplication between stations of similar programming — in this case, two top 40 stations— reached a relatively low 6.3 percent.

According to Lucian Chimene, director of station relations for J. Walter Thompson Co., New York, "This study confirms what we have felt for some time. If you want to pyramid your unduplicated audience, you need more than one station in a market.

"Of course," Mr. Chimene continues, "a lot depends upon the product and the situation. But if you want to reach large numbers of different people at the same time, this approach would be most desirable."

As an example, Mr. Chimene cites a subject of current interest at his agency—the introduction of new Ford cars.

The Meeker-KXA study evolved from a pilot survey conducted in October 1958, using the March-April 1958 Nielsen report.

At that time, it was found that the degree of duplication was minimal between the station (a good music

Duplication in audience study shows that each station has its own listeners. Overlap in different homes reached is small, even among similarly-programmed stations

outlet) and a middle-of-the-road programmed station. These results were achieved by calculating the cumulative ratings of four different schedules of 30 spots each, divided in different proportions between the two stations.

Encouraged by these findings, Meeker decided to test the duplication effect even further — by using four stations.

In order to gain as much data as possible on the subject, the same March-April report was used as the base. Mimi von Zelowitz, research director of Meeker, states, "The date of the report is not significant because we are not measuring the relative popularity of stations. What we are trying to learn is simply the extent of overlap in audiences between stations that are programmed (1) similarly and (2) differently."

In this latest study, five schedules were set up, using 30 spots per week per schedule divided equally between two stations in each series. The schedules included spots from Sunday through Saturday and were proportioned 70 percent during traffic times and 30 percent non-traffic times.

The individual spots were rotated, with no two spots at the same time on any day on any station, thus allowing maximum opportunity for duplication to manifest itself.

The first schedule — comprising the middle-of-the-road station and the leading top 40—had 3.2 percent duplication; schedule two—combining the leading top 40 station with the next ranked top 40 outlet—showed a 6.3 percent overlap in the number of different homes reached; schedule three—testing the audiences of the middle-of-the-road station with the good music station—scored a 5.6 percent duplication; schedule four—comprising the second-ranked top 40 station with the good music outlet—turned up 2.7 percent overlap, and schedule five—crossing the leading top 40 and the good music operation — registered the lowest duplication of 1.7 percent.

"Although the results of this study cannot be projected to other markets," states Miss von Zelowitz, "we believe that similar situations exist in almost every radio area. Each radio station has its own audience. The degree of duplication will vary to the extent that two stations of the same type will duplicate more than two dissimilar stations.

"For the buyer of spot radio, the implication is clear," she declares. "While cost efficiency is important both in terms of cumulative audience and total impressions, two or more stations per market are needed if the buyer wants to accumulate the maximum different audience."

Amid criticisms of sameness in radio, listeners are showing that they know there is a difference. • • •

question and answers

THE QUESTION:

What are the prospects for radio's further development in the future?

WALTER TIBBALS ANSWERS:



Mr. Tibbals, vice president, radio-tv production, Norman, Craig & Kummel Inc., New York, *declares that radio's future is as "bright" as any other national medium if, with imagination, it tries to do the things it alone can do best.*

The question of the future prospects for radio programming is extremely interesting at this particular time, especially in regard to networks.

Take a look backwards first, to get a proper perspective on it: With the prominence of network television, radio was thought to be dead a few years ago. Actually, it had never gone away . . . it was merely saying the wrong things at the wrong times. So radio examined itself and found that if it was going to live in the future, it was going to have to live *with* television and with newspapers and magazines, and become a force, not in competition to television, but as a separate medium.

Thus, the face of radio changed when the network shows, as we knew them, became no more. Radio then, as a result of its examination, started to provide the things that television could not readily, or as frequently, provide. These things were music, news, weather, sports and time.

Why Music?

Music had very little place in television. News, weather and sports were televised at a time determined by the tv networks. Instead, radio presented these at times when radio found it could best reach the listener.

The radio star, as we knew him before television, had either gone to television itself, or retired to his walnut ranch or his antique shop, depending on wether he lived in the West or East, and there emerged on the radio scene a new star, the disc jockey. He sold goods, he was an expert on music, current events, weather, he was pleasant and he could tell time.

The most important thing he provided was useful pieces of information at the time when people could use them. In other words, radio adapted itself to the audience. It then started back on the road to being a major advertising force.

It is certainly reasonable to assume that the disc jockey at a local station will stay where he is and be as successful as he is today. It is also certain that the networks can provide a different type of programming not possible to produce locally. The local d.j. is, at present, fractionalizing the audience in his appeal to the younger age element, and while it is an enormously salable segment, there is room for other programming that the networks can provide. Network disc jockeys do not seem to be able to compete successfully with the disc jockey who is a local personality.

However, radio networks can provide broader and better news coverage than the local stations can afford, and present it along with other features that are more attractive. *Monitor* is a good example of this on NBC. On the other hand, *Bob and Ray* on CBS is programming that will eventually be extrapolated into future radio programming of the light, no-plot, comedy type.

The opera and the great symphony societies certainly should remain on network radio in the area of music. National sporting events, which are blacked out on television, can be carried on network radio with good result.

Let radio build to these four points:

1. What is network radio doing now that it could do better?

2. What can radio do that television cannot do?
3. What can radio do better than television is doing?
4. What can radio do at a point where the audience is in a different place than where the television set is located?

Radio's future is as bright as television's or newspaper's or magazine's, but it will require imagination, experimentation and patience. It will require advertisers with the confidence to recognize radio for what it is—and to support it.

DONALD LEONARD ANSWERS:



Mr. Leonard, media director, Fuller & Smith & Ross Inc., New York, *sees radio entering its period of greatest growth, advancing at a greater rate than other media. Reasons cited: Flexibility and specialization, instantaneous news, and its leisure-time role.*

While radio has always been a healthy medium (in spite of some rather rough times), it is now facing a period which I feel will be phenomenal—the period of its greatest growth, its deeper saturation and penetration of the active American's everyday life, and full recognition of its "out-of-home" as well as "in-home" benefits. All major media will advance, but radio will advance the most.

I feel radio will make these advances because:

1. It is flexible. An advertiser using this medium can almost hand pick the audience he wants and concentrate on that audience, geographically or otherwise. Radio stations are becoming more and more aware of being able to reach specific audiences through the type of programming used, for example. Some stations become specialists in one field (such as rock 'n roll or classical music), others endeavor to offer diversified fare, appealing to all audience segments. Flexibility doesn't stop at age or income groups—it goes toward specific races, ethnic groups and so forth. Part of the future growth of radio will be based on the realization by station managements that they "can't please 'em all" and therefore will concentrate on one or two groups.
2. Radio has been and will continue to be the most instantaneous source of news—international, national, regional, local. Americans' appetites are absolutely insatiable in their desire for news. What better way to capitalize on a public service than just to continue to give the best possible news services?
3. Radio stays with its audience. Americans will have more and more leisure time, and they will spend this time actively—in sports, travel and so on. Only radio can accompany them everywhere, without distracting them from what they are doing yet contributing to them at the same time.

If radio station managements continue their policy of delivering merchandising and promotion support for schedules placed on their stations, of constantly seeking ways and means of keeping radio economical and efficient, and at the same time make a concerted effort to sell the medium as well as their individual stations, how can they help but deliver what I feel will be the strongest period for radio in its history? • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



"LITTER-ALLY" speaking, Virgil Evans Jr. (left), WBT Charlotte, N. C., managing director, passes the bag to Fletcher Riddle (center) and Jim Swinson, Esso representatives, in launching recent campaign by station and oil company to "Keep North Carolina Clean." Imprinting on 50,000 litter bags promoted *Esso Reporter*.



VINTAGE SETS, late models, too, flooded Philadelphia Working Home for Blind in response to WPEN call for old radios to be repaired by the home. Sea of receivers is viewed by Sam Serota (left), WPEN community relations director, and Murray Arnold (center), station manager, with three Blind Home staff members.



ANGLING for customers for newly-opened car wash establishment, disc jockey D. Denzil Finney of WCHS Charleston, W. Va., perches on 70-foot scaffold at the site until 5,000th car takes a bath. Three-day duration of his "fishin' trip" was station's best-yet promotion, says WCHS. Fire truck and ladder aided Finney's descent.



UNFILTERED kiss from "Miss Golden Leaf" (Ruenell Stewart, WPET Greensboro, N. C.) on cheek of Verne Walton, sales supervisor for Greensboro tobacco market, officially opens auction season. Announcer Tommy Quenelle stands by.



STEP RIGHT UP, urges "barker" Ben McKinnon, general manager, WSGN Birmingham, at free Kiddie Karnival provided by station at local 1959 Parade of Homes. Doug Layton (right) and models observe "sales" technique for WSGN's free rides, baby-sitting service.



FLIPPING his flapjacks, personality Dave Wilson of CFPL London, Ont., Canada, gives dexterous display before (l to r) Sandy McCrae, "Miss Pancake Festival" of Canada; Glen Huntley, Quaker Oats product manager, and CFPL morning man Lloyd Wright, a fellow contestant in pancake bake-off held in connection with successful radio test conducted recently for Aunt Jemima product.



WEIGHTY MATTER confronts John Madden, director of N. Y. State bureau of weights and measures—total poundage of eight personalities from WFBL Syracuse. Visitor to state fair in Syracuse who came closest to guessing combined weight won 260 pounds of meat. (Reliable sources indicate the prize did not include ham.)



ARTHUR GODFREY, ace radio salesman, clinches the deal with buyers of wood finishing display unit at recent National Hardware Show in New York. On receiving end are R. H. Langsam (center), vice president, Masback Hardware Co., wholesale distributors, and Charles Librett, New Rochelle hardware dealer of Masback products.

IN THE AIR as well as on it, WHLI Hempstead, N. Y., is now reporting Long Island traffic conditions on weekends via its new "Traffi-Copter." The flying machine will also be used by the station to cover news events.



ANNOUNCING

THE 1959-1960 TIME BUYING AND SELLING SEMINAR

The sixth annual series of informational luncheon-meetings for advertising and broadcast executives seeking specialized news, views and data on current time buying and selling procedures.

You are cordially invited to attend all 16 of these meetings held in the Hawaiian Room of the Hotel Lexington (every Tuesday, 12 noon to 2 pm, November 17 through March 15).

presented by the
RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

Some of the issues forthcoming: "Are audiences out-sophisticating the sponsors?" "TV programming—prospects and problems." "The station image factor." "What's new in nose-counting?" "How many commercials make too many?"

Some of those who will discuss the issues: TERRY CLYNE, DAVID LEVY, BOB AND RAY, FRANK MINEHAN, DICK SALANT, GILBERT SELDES, AL SINDLINGER, KEVIN SWEENEY.

Register now by calling PLaza 8-2450 or fill in and mail the coupon below.

RTES — 515 MADISON AVENUE — NEW YORK 22

Please register me for the 1959-1960 Time Buying and Selling Seminar.

*Name*_____

*Address*_____

*Company*_____

I enclose a check for $10.



Among the 85,000 who turned out for the WTIX New Orleans Appreciation Night.

Pulling Power Of Radio

Imaginative thinking shows power of sound medium to get results, not only in sales, but in community service activities as well

It's one thing for radio stations to attract, satisfy and keep increasing their audiences. But it's still another matter when they are able to demonstrate the precise "pulling power" of the sound medium.

This "pulling power" has enabled stations, at least in three instances, to: Keep a summer theater from going bankrupt, and eventually to give it its biggest profit in five years; boost automobile sales for a sponsor in July and August to as much as 31 percent over 1958; bring 85,000 listeners out for an "appreciation night."

WTIX New Orleans, with only seven days to promote its "Appreciation Night," attracted a reported 85,000 fans to Pontchartrain Beach. This, the station reports, surpassed last year's Sugar Bowl attendance of 75,000 people.

The two-hour "Appreciation Night" featured 14 pop singers, headlined by Frankie Avalon. The excitement of the show mounted with each succeeding performance, according to Fred Berthelson, vice president and general manager. Frankie Avalon termed it the "most enthusiastic crowd he had ever sung for."

Pre-performance interest in the event was generated by a Frankie Avalon Scavenger Hunt. The winners of the contest were invited to take part in a courtyard party at Brennan's French restaurant which was hosted by the young singer.

Mr. Berthelson further states that the record-breaking crowd appeared in spite of a "torrential downpour which drenched the city for several hours" preceding "Appreciation Night."

Other performers who appeared with Mr. Avalon were: Frankie Ford, Ferlin Husky, Mac Rebbenac, Ronnie Dawson, The Emeralds, Larry Deone, Kenny Smith, Ike Clanton, Bat Carroll, Scotty McKay, Thomas Wayne, Billy Grammer, and Travis and Bob.

WHIM Providence, R. I., says radio is responsible for the successful season of the Warwick Musical Theater. Embarking on his fifth season of summer productions, the head of the theater, Burton Bonoff, found himself with considerably less money for advertising and promotion because of a decision to feature name stars in all of the 1959 shows. Because of this, the weekly production overhead for such shows as *Caine Mutiny, Bells Are Ringing, Rosemarie* and *Wish You Were Here* jumped to $18,000 per week, while the entire radio budget was reduced to $150 per week, according

PATIENT AID



The National Foundation finances modern care and treatment to prevent the tragic results of crippling diseases

birth defects
arthritis
polio

JOIN THE NEW MARCH OF DIMES

NF
THE NATIONAL FOUNDATION

to WHIM. These shows highlighted such stars as William Bendix, Mark Stevens, Anna Marie Alberghetti, Julius La Rosa and Jane Russell.

The station points out that after the first three weeks of the summer season, a combination of inclement weather and slight results from the lack of concentrated promotion had the theater on the verge of "literally folding the tent and silently stealing away."

According to E. James McEnaney Jr., WHIM vice president and sales manager, the station was then approached with the following proposition by Mr. Bonoff and his advertising agency: "Granted we are, or are supposed to be, a profit-making organization. But somewhere in the area of entertainment there seems to be a degree of public service which will suffer if the theater is forced to leave Rhode Island. If WHIM was given the entire radio budget on an exclusive basis, would the station undertake a promotion to save 'live theater' for the state?"

WHIM agreed to the offer and immediately began a regular weekly saturation campaign featuring a contest built around the musical score of each week's production. The station played variations of the songs by different artists and asked its listeners to name the mystery artist. The five earliest postmarked entries each day received a pair of choice seats for the following week's production.

This contest, according to WHIM, brought in an average of more than 2,000 cards weekly. Also, the station purchased 1,000 tickets each week as "A WHIM Dutch Treat" and invited listeners to buy one ticket for any night's performance and get another ticket free.

The Warwick Musical Theater, says Mr. Bonoff, had "the biggest gross in the five-year history. We even had to add a Saturday matinee to take care of the overflow crowd."

Tracing the history of the 1959 summer results, Louis C. Fitzgerald, president of the theater's advertising agency, L. C. Fitzgerald Inc., stated that: "On a limited budget, but with imaginative scheduling, planning and promotion . . . attendance at the theater reached new heights for the season. . . . It's proof that a station can be all-out community-minded, as well as commercial-minded."

Sponsor Contest

In a promotion to increase the sale of automobiles, two disc jockeys of KYW Cleveland competed for the grand prize in the sponsor's contest.

The "battle of the disc jockeys" campaign was created by Del Spitzer, partner in Cleveland's Spitzer automobile dealerships. The 50-



A happy "amigo" is Joe Finan (seated), KYW Cleveland d.j., who won sponsor contest in battle with fellow d.j. Wes Hopkins (right). Mr. Finan accepts keys to car from Spitzer Ford's assistant sales manager, Dave Mobbs. Acapulco, look out.

year-old organization has 15 different dealerships handling 15 makes of United States and foreign cars. Because of this, Spitzer has had the problem of distinguishing its individual agencies in the public's mind.

Spitzer now relies on radio for 60 percent of its advertising, according to KYW, which says it receives four-fifths of this amount. The remainder of the budget is divided into 25 percent for newspapers and the rest for circulars, handouts and tv announcements.

Spitzer first began the disc jockey contest on KYW in 1957 between personalities Joe Finan and Wes Hopkins. That year Mr. Hopkins won a luxury trip to Miami Beach.

This year, as in 1957, the two disc jockeys carried on a campaign on behalf of their respective sponsors, Spitzer Ford (Finan) and Spitzer Dodge-Plymouth (Hopkins). According to KYW, they coupled the standard on-the-air announcements with a constant flow "of repartee, kidding and brickbat tossing," and personal appearances on each other's programs in the studios and during remote broadcasts from the car dealers' showrooms.

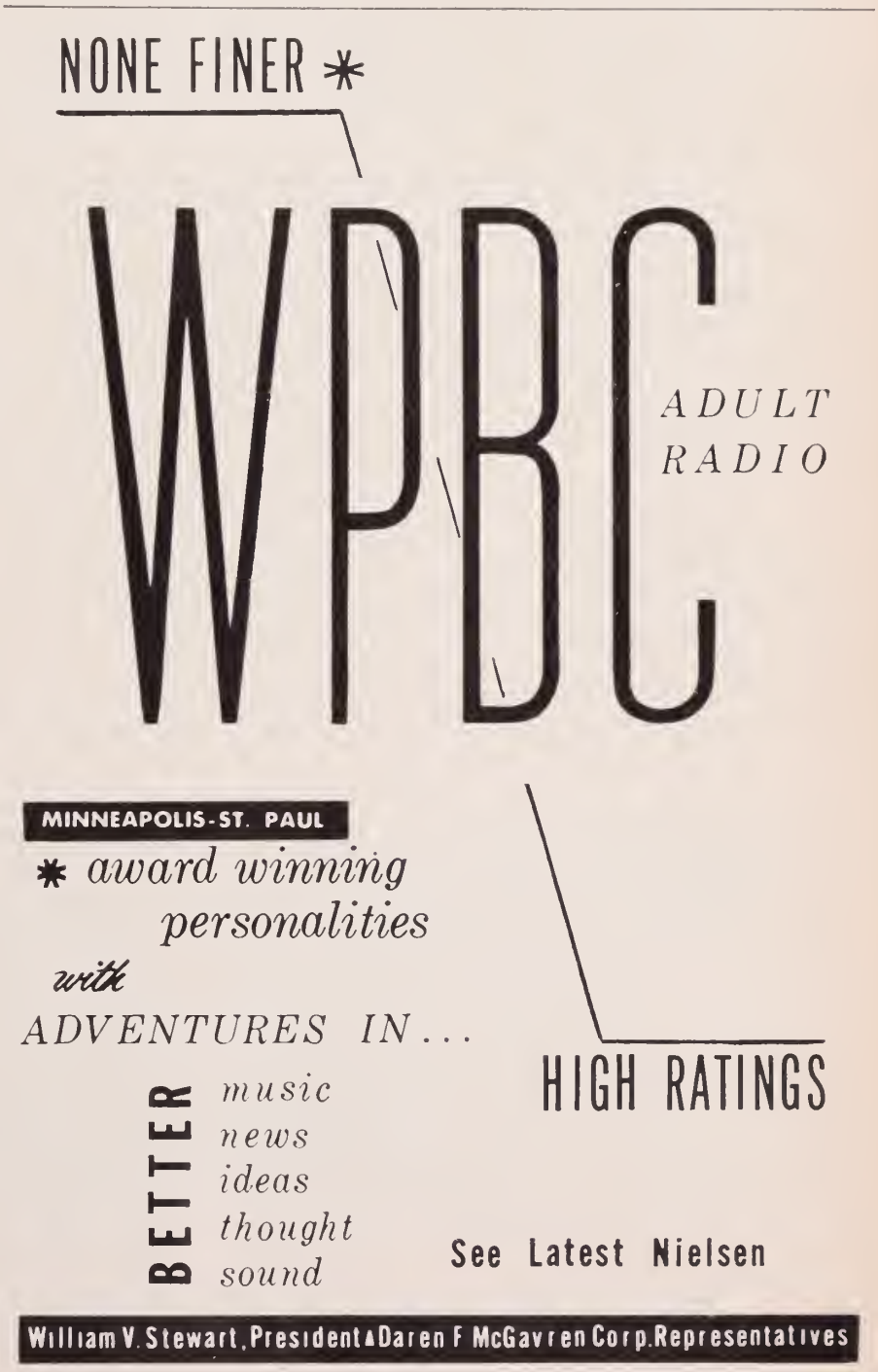
The station points out that these remotes were begun in 1957 to aid Spitzer in identifying the various dealerships, and have now become a standby with at least one remote each weekend during the year. According to Harold Stann, Spitzer executive vice president and advertising manager, many customers are attracted to the showrooms because of the disc jockeys' presence. He states that salesmen make a point of introducing prospects to the personalities as part of the sales presentation.

Because July and August are considered slow months for new car sales, each of the two Spitzer agencies was given a quota, according to KYW. The disc jockey whose dealer sold the highest percentage of this quota received a $900 all-expense paid trip for two to Acapulco, Mex. With Spitzer Ford reaching 104.5 percent of its quota compared to Spitzer Dodge-Plymouth's 96.6 percent, disc jockey Finan won the prize.

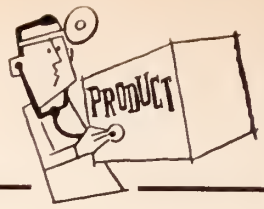
KYW states that the Ford agency's July sales were up 31 percent over July 1958, while Mr. Hopkins' dealer had an increase of 23 percent. During the month of August sales were up 19 percent and 21 percent, respectively.

Irv Brown, account executive of Spitzer's advertising agency, Axelband-Brown & Associates of Cleveland, states that the key to the campaign's success was the tremendous interest instilled in listeners which "caused a booming traffic in the showrooms."

According to Mr. Stann, "This year's contest was so successful, sales were upped so dramatically, that we definitely intend to repeat it on KYW, possibly next year, instead of skipping a year. It will more or less cap our year-around advertising campaign (an average of 50 to 70 spot announcements per week over KYW) and help boost sales in traditionally slow late summer." • • •



commercial clinic



Music and Humor Underscore Commercials Listeners Remember

Like bacon and eggs, music and humor appear to be a pleasing pair to the American public, at least as its two favorite ingredients in radio commercials. In radio, however, the two do not necessarily go together.

Of the top 10 spot radio commercials—in a recent survey sponsored by John Blair & Co.—nine of the 10 contained music and five of the 10 featured humor.

This compares favorably with the previous Blair survey released late last spring. At that time, seven of the 10 included music and six of the 10 used humorous approaches (see *What Makes a Commercial Effective?* August 1959).

Honor Roll

The latest study, which is the firm's fifth report on commercials, produced the following winners. Listed in order with their agencies, they are:

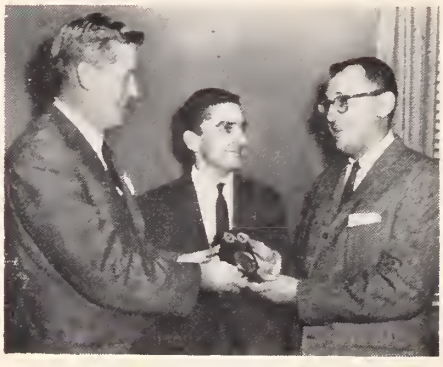
- Clark's Super 100 Gas (Tatham-Laird Inc., Chicago)
- Coca-Cola (McCann-Erickson Inc., New York)
- Ford Motor Cars (J. Walter Thompson Co., New York)
- Ballantine Beer (William Esty Co., New York)
- Hoffman Soda (Grey Advertising Inc., New York)
- Pepsi-Cola (Kenyon & Eckhardt Inc., New York)
- Eastside Lager (Young & Rubicam Inc., Los Angeles)
- Piel's Beer (Young & Rubicam Inc., New York)
- L&M Cigarettes (Dancer-Fitzgerald-Sample Inc., New York)
- Hamm's Beer (Campbell-Mithun Inc., Minneapolis)

Comparing the results with the previous Blair poll, there are three repeat winners in the top 10—Piel's, L&M and Clark's. Four advertising agencies step into the winner's circle for the second consecutive time—McCann-Erickson, Tatham-Laird, Dancer-Fitzgerald-Sample and Young & Rubicam.

Because the interviews for the most recent survey were held in August, hot advertising months for liquid refreshers, seven of the 10 winners were beverages.

Young & Rubicam appears to have the sterling touch with golden brew. The agency's Los Angeles and New York offices were cited for their commercial efforts on behalf of the West Coast's Eastside lager and the East's Piel's beer .

This fifth survey represents a significant departure in technique. In prior Blair polls, the Pulse Co. distributed about 3,000 interviews primarily among agencies, advertisers and listeners . This time, Pulse surveyed only the listening public, conducting 1,500 interviews in New York, Chicago, Los Angeles, Philadelphia and Detroit. The number of families surveyed was in proportion to the population of each city.



Jerry Birn (right), head of the creative group developing the winning Clark Oil commercials at Tatham-Laird Inc., Chicago, receives transistor radio from Tom Harrison, vice president and manager of John Blair & Co., Chicago. Tom Cinquina (center), Blair account executive, beams approval. A special plaque also was awarded to the winning first-place spot.

For the poll, Pulse did not use its usual aided-recall technique. Instead, interviewers asked this question:

"Which radio commercials do you remember hearing in the past week?"

Art McCoy, executive vice president of John Blair & Co., states that the markets selected are not only the five largest markets, but also the key markets for most national advertisers.

"They are the great marketing battlegrounds, where consumers are exposed every day to the heaviest advertising barrage. So any radio commercial winning attention and top recognition in these cities has to be outstanding," declares Mr. McCoy.

Winning Ways

Here is a capsule rundown of the techniques used in these award-winning spot radio commercials. The first-place winner, Clark's, is the only one that used dialogue completely, except for musical punctuation at the close. Its spot series involves humorous repartee.

Coca-Cola used music and humor as did Ford cars. Ballantine's winning commercial used music. Hoffman employed music and humor. Pepsi-Cola featured music and dialogue. Eastside Lager used music-only, while Piel's presented music and humor.

L&M employed music and dialogue, as did Hamm's.

The Blair organization points out that Clark Oil & Refining Corp., the top commercial choice among listeners, used only spot radio in its advertising. • • •

station log



► **News:**
Hurricane Gracie afforded two stations—based on reports from WBT Charlotte, N. C., and WTMA Charleston. S. C.—with an opportunity to provide both local communities and the nation with news coverage.

WBT states that during the hurricane it served as an information relay point between coastal areas which were struck and the rest of the country. Virgil Evans Jr., WBT managing director, says that "WBT fed the entire Southwestern 'log' of the CBS Radio network day and night via KISA San Antonio, along with occasional transmissions to the New England states via WEEI Boston."

Up-to-the-minute reports by the station's complete task force of reporters were sent to the station's engineering control area regularly through the day of the hurricane.

WTMA states that it remained on the air throughout the hurricane, and that it was the only means of mass communication in the Charleston area.

David Jefferies, WTMA chief engineer, kept WTMA on the air by moving all the broadcast operations to a transmitter out of the danger area. The station declares that it was the clearing house for all information from the weather bureau, Civil Defense, National Guard, Red Cross and other disaster units.

► **Public Service:**
Over 150 candidates for political offices in a 10-county area of Virginia were individually invited by WSVA Harrisonburg to take part in a series of programs titled *Meet Your Candidate.*

The programs were heard at six scheduled times each Monday through Friday, and each five-minute program presented one candidate.

WSB Atlanta staged its First Annual News Broadcasting Conference on November 5 in association with the Henry W. Grady School of Journalism of the University of Georgia. The station says that the annual conference is being initiated to give high school journalists and those teaching high school journalism or supervising school newspapers a "close-up view of how news is handled by broadcasting stations, both radio and tv."

► **Programming:**
KDAL Duluth has revamped its community service programming to utilize the one-minute format entirely, according to the station. Replacing its former five- to 15-minute service, KDAL now uses a schedule of spots called: *Town Crier,* community news feature; *VIP Time,* featuring interviews with visiting dignitaries; *Road Reports* of traffic conditions; *KDAL Scoreboard,* giving the latest sports; *KDAL Salutes* the outstanding achievement on the local scene, and the *Work Sheet,* which gives employment opportunities as secured from the Minnesota Employment Office.

WZIP Cincinnati has launched a series of music and drama spectaculars which will be heard every other Sunday. The shows, varying in length from one to two hours, will include such features as "60 Years of Music America Loves" and "Peter Pan."

Don Tuttle, WGY Schenectady, N. Y., farm director, spent two weeks in the British Isles last month as a guest of the British Broadcasting Corp. He taped interviews with leading British agriculturists which were broadcast by the BBC in London to their New York offices for re-taping. These tapes were then used by WGY. • • •

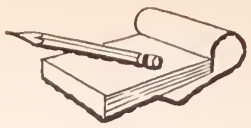


Executives from ABC o&o stations meeting in Detroit are (seated, l. to r.) WXYZ Manager Harold Neal; James Riddell, West Coast v.p.; Stephen Riddleberger, v.p. for o&o's; Manager John Mitchell, KGO San Francisco; (standing) Manager John Pace, KABC Los Angeles; Manager Ralph Beudin, KQV Pittsburgh; Sales Manager Jack Stahle, KGO; Charles De Bare, ABC Legal Dept.; Manager Ben Hoberman, WABC New York. Business highlighted meeting.



Cincinnati Mayor Donald Clancy (seated) proclaims "Helicopter Traffic Control Safety Day" on first anniversary of WLW traffic service. Observers are (l. to r.) William Geoghan, president, Ohio Valley Airways Inc.; Police Chief Stanley R. Schrotel; R. E. Dunville, president, Crosley Broadcasting Corp.; Police Lt. Arthur H. Mehring, traffic reporter from aloft; Jack DeVise, helicopter pilot for WLW flights. Helicopter is fast becoming a radio tool.

BPA memo



Marathon Broadcasts Have Their Rattles and Rolls

A believer in continuous broadcasting—as well as listening—KIMN Denver has conducted the latest in a series of marathon shows. Disc jockey Pogo Poge has conducted a marathon broadcast from the window of a downtown jewelry store. In addition to attracting many onlookers, Pogo Poge was not alone in the window. He was accompanied by an assortment of snakes—rattlers, cotton-mouth moccasons, a boa constrictor, among others.

With the assistance of two professional snake handlers, the KIMN disc jockey broadcast with the snakes weaving and rolling over his arms.

'Listen to a Story' Is Made Into a Book

Scripts from a 16-year-old program for children, *Let's Listen to a Story,* heard on WMCA New York, have been published in book form. Written by WMCA director-writer Lilian Okun, the book contains a foreword by Helen Sachs Straus, who with her husband, Nathan, bought control of the station in 1943.

Mrs. Straus explains that when the series was founded, she believed that "programs based on the simple story-telling technique of the mother or friend or teacher reading to a group of children would also be successful on the air," just as it is in the home and at school.

This "read me a story" idea produced the program and now the book. Miss Okun's work contains scripts of children's stories that have been adapted to radio.

Radio Personalities Lead Sheltered Lives

A newsman and a "musicaster" from two stations—KMGM Albuquerque, N. M., and KTUL Tulsa—ran for shelter last month as part of promotion campaigns by their stations at state fairs.

Don Jackson, KMGM newsman, was sealed inside a Civil Defense fallout shelter in the interest of civil defense, according to the station. Living on emergency rations, he stayed in the shelter for seven days and nights during the New Mexico State Fair.

Mr. Jackson made hourly reports to KMGM and talked with people attending the fair through an intercommunication system at the shelter.

Lee Parsons, KTUL "musicaster," was placed in a storm shelter for six days and nights during the Tulsa State Fair held last month. Preceding the opening of the fair was a parade which included two KTUL mobile units, one of them carrying Mr. Parsons and six models. Upon arrival at the site of shelter, the models escorted him to his new "home" with a promise to be on hand when he came out six days later.

Mr. Parsons broadcast from 6 to 11 p.m. each evening while in the shelter. Telephone facilities enabled KTUL's listeners to call him and ask questions concerning his adventure.

Best Ad-Lib Commercial Wins Disc Jockey Prize

Disc jockeys on 180 radio stations in 40 major markets competed with each other in creating original one-minute commercials for "Trig" roll-on deodorant in a nationwide contest sponsored by the Products Division of Bristol-Myers Co. The contest was conducted on the basis of copy-points which were supplied by the manufacturer.

Doug Pledger, KNBC San Francisco disc jockey, won the first prize of $500 for doing the best ad-lib commercial for the product. He was also named "Trig Radio Salesman of the Year—1959."

Midnight Golf Game Creates Listener Interest

According to WCAU* Philadelphia, Ed Harvey, its morning personality, may go down in history as the man who invented nighttime golf.

Mr. Harvey, an avid golfer who normally shoots in the low 80's, found his golf game suffering because his early morning show kept him in the studios six days a week until 9 a.m. When he finally got to the golf course, it was usually too overcrowded. Because of this, he decided to take to the greens at midnight, and recently teed off on the Presidential Golf Course in Philadelphia. Phosphorescent golf balls and four caddies helped him navigate his course. Also, a professional golfer accompanied him.

Listeners to the *Ed Harvey Show* were asked to send in cards telling what they thought his score would be and at what time he would complete the game. Periodic reports were relayed back to the station and were reported to the late night audience. Many fans were on hand to watch the game. Mr. Harvey finished the 18 holes in two hours and 25 minutes with a score of 88. One entry predicted the score and was only five minutes off. The highest score guessed was 253. WCAU awarded 100 winners with a dozen luminous golf balls each as prizes.

Listeners Given Means Of Curbing D. J. Chatter

In an attempt to curb chatter and give more platter to listeners, WCAE Pittsburgh Program Director Paul Ruhle has installed an automatic talk-stopper. A remote control switch was placed at the desk of the station's chief engineer. Turning the switch on starts an automatic tape player which comes in over the announcer's chatter with four words—"All Right, All Right." Upon hearing this, the announcer stops talking and plays more music.

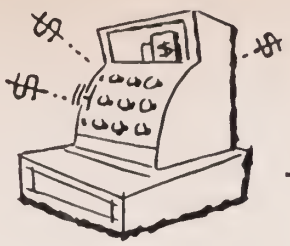
WCAE has invited listeners to "tab the gab." A special phone line was installed in the studio and listeners are given the opportunity of calling the special number and repeating the "silencer," "All Right, All Right." The station says that during the first hour, 50 people called the disc jockey who was on the air. He took the hint.

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*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



SUPERMARKET

Schulenbergs Fairway Super Market in Wells, Minn., used 35 announcements over KATE Albert Lea in a one-day promotion of its "crazy sale" kicking off Jet Trading Stamps. One hour of the three-hour sale consisted of a remote from the store, and during this time, reports KATE, the store ran out of the leaders used in its radio advertising. In the one hour, 500 loaves of bread were sold in addition to 600 bags of sugar and 60 boxes of chocolate bars.

AUTO DEALER

Airway Motors of Rensselaer, N. Y., turned to WPTR Albany in an effort to sell 106 (its entire stock) of 1959 Plymouth automobiles. At the urging of the station, the auto agency, a regular sponsor, increased its spot schedule to 100 per week and cancelled all other forms of advertising entirely, according to WPTR. The agency purchased the station's "personality package" which gave it spots scheduled equally over all time periods, 24 hours a day. Using ad-lib personal endorsements in the spot announcements, the agency sold its entire stock of 106 cars plus many higher priced cars in 10 days. WPTR states that Airway is now continuing the 100 spot per week package.

APPLIANCE STORE

Barr Appliance Centre in London, Ont., ran a two and one-half week grand opening campaign over CFPL featuring General Electric appliances, in particular. The promotion—with the first five days consisting of a teaser campaign—used 10 one-minute spots per day over CFPL. The station reports that the appliance store sold 15 refrigerator-freezer combination units in the first 10 days using only radio advertising. The store is now on a yearly contract for regular advertising, according to CFPL.

SPORTING GOODS

The Winston Sales Co. of Chicago used the Sports Notebook program starring Don Klein over KCBS San Francisco to promote its fishing kit. The campaign ran for three days and offered the kit for $8.98. The company stated that 150 responses would make the buy very successful, and KCBS states that in just three programs, it received over 185 requests. The station points out that Winston is now in its second renewal and the total responses have reached 330.

How to Open Purses



KHOW knows how. First, hove o large, responsive, odult-minded audience *listening*. KHOW has it! Then, deliver eoch commercial message with the kind of honest enthusiosm ond conviction thot open minds...ond purses. KHOW does it!



Discover how KHOW can serve you. Call Peters, Griffin, Woodward, Inc., Notionol Representotive.

KHOW
RADIO • 630 on the diol
5,000 watts • DENVER
SINCE 1925, THE RADIO VOICE OF DENVER

GOOD WILL BUILDER

In a letter to Phil Peterson, Eastern Division Manager of Community Club Services, Inc., Mr. Joseph A. Pinna, Manager of Radio Station WUSJ in Lockport, New York, wrote: "Our first CCA Campaign was a huge success. The sponsors were very happy and 99%—an unbelievable figure—have committed themselves for our next campaign, which will begin February 1, 1960. In the soft drink category, more than three-quarters of a ton of bottle caps were turned in by the club women participating. One club received awards totaling as high as $620 during the first campaign. The good will created by WUSJ and CCA sponsors with women's organizations in our market cannot be measured in dollars and cents."



Joseph A. Pinna

COMMUNITY CLUB AWARDS

20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466



KDBS (Alexandria, La.) and Sears and Roebuck are having the best time these days. And RCA Thesaurus Commercial Library brought them together! As Commercial Manager D. Ed Pebbles tells the happy tale:

"Sold Dept. Store Campaign to Sears and Roebuck, 50 announcements weekly, 52 weeks! Sponsor very satisfied! Just this one account pays for Thesaurus. The many other jingles that are sold are bringing us accounts we were unable to sell before."

If you are flirting with a department store in your home town, why not let RCA Thesaurus Commercial Library act as cupid for you? Write now for details.

RCA THESAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

report from RAB

What's the Best Time To Visit Agency Offices?

Radio station executives who make the journey to New York to cage extra national business often complain that much of their valuable, carefully scheduled time is eaten up reading *Playboy* in the waiting rooms of Madison Avenue.

RAB's interviewing unearths the fact that February, which unfortunately includes some of the city's seediest weather, is the month radio station personnel stand the best chance of getting a fair and hospitable reception for their pitch. "Our budgets are set then," is a typical timebuyer explanation. "We can afford to sit back and give you some time."

September, when the weather is a good deal better and New York is still gamely celebrating its "Summer Festival," is called the worst time of the year to see agency people, caught in the crush of preparing budgets. August and October are similarly brisk times for agencies. A radio station executive arriving during these hectic days might, because of the heavy agency workload, get less time than he'd like.

RAB's research was a factor in its decision to re-schedule its annual radio station-agency meeting—the National Radio Advertising Clinic—usually held in the fall.

RAB's President Kevin B. Sweeney recently announced that the NRAC will be held sometime in mid-February.

"We have been holding our meetings in the fall," said Mr. Sweeney. "Despite this, we've been drawing some 600 to 700 agency and advertising executives. We think we can raise attendance to perhaps 1,000 key advertising executives if we fit our meeting time to the pattern of the advertising business. And this will be a better time for station executives to come to New York both to attend NRAC and call on agencies."

RAB carried the survey another few steps, arrived at a precise timetable for the station manager. Calls on a Monday or a Friday are as far out as a maraschino in a Martini. A scant 2.8 percent of the agency personnel questioned considered Friday the best day for a station sales call. Nobody at all selected Monday. Wednesday, Thursday and Tuesday, in that order, were the days most media men thought the radio executives had the best chance to get a fair hearing.

Appointments aren't vital. Only 9.2 percent of the media buyers declared a pre-arranged date was important, while 25.6 percent said, "come anytime." Mornings were called the best time of the day. But almost as many (25.6 percent) said to come between two and five.

In any case, if many station men take RAB's findings to heart, come next February, Wednesday mornings should be a busy time for New York ad agencies. • • •

SALES TREND OF THE MONTH

RAB's new radio listening habits studies are being given careful scrutiny by a number of manufacturers—including two of the nation's food giants. RAB's national account executives are finding sharp interest in a considerable growth in radio listening over the past two years. In 1958, for example, Sindlinger figures showed radio's daily audience was greater than tv's for only a single week of the year. This year, Sindlinger research had radio ahead of tv for eight straight summer weeks. RAB's new concept—a tangible proposal at the tail end of every call on an agency or national manufacturer—has already produced several tests in major markets. More food manufacturers are employing radio's economy, range and selectivity, realizing that you don't really need a visual image. "All coffee looks the same," one national food processor admitted to an RAB executive.

report from representatives



PGW's Teter Asks Radio To Meet Challenges Ahead

If radio is to fulfill its proper destiny, it is going to have to face up to several challenges, in the opinion of Robert H. Teter, vice president and director of radio for Peters, Griffin, Woodward Inc.

He suggests that the road ahead for radio must find a way to meet the following needs:

- To sell the *real* values of stations and of radio.
- To truly *measure* the radio audience rather than merely survey it.
- To make sure that programming and promotional policies are utilizing the basic resources of radio.
- In selling, talk about the totality of the radio audience, the phenomenon that makes radio the strongest.

'Mind's Eye'

Mr. Teter declares there are two "basic natural resources" of radio that cannot be found in any other advertising medium. "First, the one that we have always had—the ability through words, music and sound effects to entertain and inform people with the magic of the *mind's eye* perceiving thoughts and ideas that would not be possible to convey in the limited area of print or pictures. This is the magic of radio." Mr. Teter explains that a listener interprets the radio sound in a personal way and therefore builds a mental image motivating desire in an individual way that shades realism.

"The second natural resource," he continues, "and a new one to the radio industry since the arrival of television, is the ability for people to be entertained and informed literally any place under almost any imaginable set of conditions."

The PGW radio director, who made these remarks late last month before the Missouri Broadcasters Association, believes that radio needs a good dose of positive selling. "We have segmented ourselves, not so much in fact as in appearance. Selling tactics have been all too often designed to sell one against the other." He underlines this idea with the thought that this type of selling is not practiced by any other advertising medium.

'Audience Action'

"It is imperative that we find ways and means of transmitting to the national level what the local advertisers know so well," Mr. Teter states. "Let's sell the most important thing we have to offer an advertiser—namely, 'Audience Action.' . . .

"If we program, promote and sell the 'Audience Action' we create out of these two natural resources, your station, individually, and radio, as an industry, will eventually become a need—an in-demand medium by national advertisers."

On the subject of surveys and measurements, Mr. Teter points to radio's great car audience of nearly 38 million sets as an example of an area of radio that advertisers know little about. "Radio listening in automobiles is big enough to be a separate medium all by itself. In fact, radio is America's biggest outdoor advertising medium."

He offers this analysis of radio's "numbers" problem:

"Print media, for years, have been providing the kind of numbers I am talking about—not ratings or page readership, but qualitative information that provides an accurate and meaningful profile of their audiences. They know how much money their audiences make, where they live, the kind of cars they drive, the age of their children, and everything from how much tooth paste to how much nail polish they buy. And they use these numbers to sell in a positive manner those advertisers whose customer profile matches that of their own audiences." • • •

Before you buy any radio time in Charlotte . . .
Check these two reports



(NSI Nov.-Dec. '58 and Apr.-May '59)

. . . you'll discover why scores of national and regional advertisers have followed the trend to WIST!

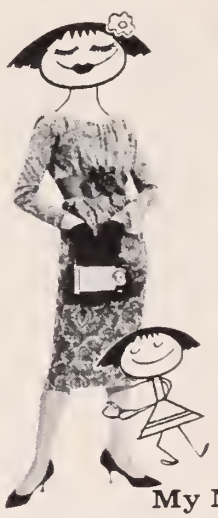
Seeing is believing. Take a look — see for yourself!

Your PGW Colonel will be glad to show you copies

they'll tell you why . . .

WIST is the **best radio buy** in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION



My Mommy Listens to KFWB

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB . . . first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

MORE REACH in the DETROIT AREA!

with 50,000 WATT POWER

Means MORE PEOPLE REACH FOR YOUR PRODUCT!



GUARDIAN BLDG., DETROIT

J. E. CAMPEAU President

ROBERT E. EASTMAN & CO., INC.

Nat'l Radio Rep.

report from agencies



BBDO's Kruh Cites Pluses Of In-Store Displays

In-store display advertising is perhaps the single merchandising aid most appreciated by agencies and their clients, according to the director of media merchandising at BBDO.

Louis Kruh, who works as liaison between client and station on the merchandising level, believes that the best help a radio outlet can offer is "at the point of sale where proper display can often make the difference between selling a product and letting it gather dust on the shelf."

Other merchandising boosts, Mr. Kruh adds, often are also extremely useful to a client, but "the station that does an effective job in the retail outlet will always win the gratitude—and perhaps the business—of the advertiser."

Merchandising support is not, however, a frequent factor in station selection, he hastens to point out, except "in cases where other things are equal." It does sometimes play a part, Mr. Kruh thinks, in retaining business once given.

Pet Peeve

On the other side of the ledger, the BBDO executive warns that his pet peeve is the station which promises "extensive" merchandising aid and then ends up by including the client on a list of station advertisers and mailing it out to a few hundred persons. "This may publicize the station," says Mr. Kruh, "but it does very little for the client.

"Fortunately, I find that most radio stations are very cooperative in regard to merchandising. They usually do what they can in relation to their size."

To make the most of merchandising pluses, Mr. Kruh feels that the agency and client should draw up a list of problems and then custom-tailor the merchandising plan to meet the advertiser's individual requirements.

"We don't leave it up to the station, in other words," Mr. Kruh states. "We try to guide them as much as we can and also to supply them with whatever banners and point-of-sale material the client may have available. This way it's easier on the station and it does us more good, too."

Mr. Kruh often works directly with the station in question, and otherwise with the representative. He does not hesitate to "go after" a station which has not offered merchandising aid in the past. As an example of personalized merchandising attention, he cites the hypothetical case of a soft drink manufacturer who may be introducing a new flavor on the market. "In this instance, it might be a lot more useful to the client to have the station do a sampling on audience reaction to the drink rather than have them get out the usual mailing."

BBDO not only views media merchandising as sufficiently important to merit a department of its own (perhaps the only one of its kind), but also to warrant a full-scale survey to determine which radio and tv stations can be counted on for in-store display space.

The department has compiled such a list for the past three years, but is offering it for sale to other interested parties for the first time this year.

The 279-page report lists 185 radio and 81 television stations whose merchandising plans include supermarket display space for their advertisers. In a few instances, drug stores are also included.

"I cannot over-emphasize the significance of these in-store aids," Mr. Kruh declares. "Even if all a station has is a roll of scotch tape with its call letters on it, someone should canvas the retail merchants and persuade them to stick the tape on the products advertised on that station. It will help make sales." • • •

report from networks



► **NBC:**

Bolstered by the approval of its affiliates, NBC Radio is expected to launch this January its new network programming pattern.

Under the plan, the regular network schedule will comprise news, informational and public service programs, including such features as *Monitor*, *News on the Hour*, the *Image* series, the World Series, *Gillette Cavalcade of Sports* and 15-minute shows of news and analysis, according to Matthew J. Culligan, executive vice president.

Entertainment shows, like *My True Story*, *NBC Radio Theater* and *It's Network Time*, will be made available to affiliates on a *fee* basis from the NBC Program Service department.

Mr. Culligan states that under the new plan the network will actually be offering more total programming. The network's five-minute news programs will be increased 50 percent with the addition of eight new analysis and commentary shows.

► **CBS:**

The purchase of almost $1 million worth of time on CBS Radio by the Kellogg Co. marks the firm's return to network radio, having been absent since May 1957, according to George J. Arkedis, vice president in charge of network sales.

In addition to a sizable order for *Arthur Godfrey Time*, Kellogg has bought, for All-Bran cereal, 12 weekly two-and-a-half-minute units of the network's *House Party*, and a group of daytime dramas as well as eight weekly five-minute dramatic program segments. The 52-week buys were placed through Leo Burnett Co., Chicago.

In affiliation news, John S. Hayes, WTOP Washington, D. C., has assumed chairmanship of the board of directors of the CBS Radio Affiliates Association for the 1959-1960 term.

► **ABC:**

With the signing of four new advertisers last month, Don McNeill's *Breakfast Club* on ABC Radio is between 90 and 93 percent sold out, states Edward DeGray, president.

The new sponsors are: E. L. Bruce Co. (floor wax), through Christiansen Advertising Agency Inc.; Grosset & Dunlap Inc. (book publishers) and Levelor Lorentzen Inc. (venetian blinds), both through Friend-Reiss Advertising Inc., and the Watchmakers of Switzerland, through Cunningham & Walsh Inc.

In affiliation news, four stations have joined the network: WICU Erie, Pa.; KWEB Rochester, Minn.; WPCF Panama City, Fla., and KCKC San Bernardino, Calif.

► **MBS:**

Veteran radio personality Galen Drake becomes a mid-morning commentator on the Mutual Broadcasting System beginning November 30, according to Robert F. Hurleigh, president.

Currently featured on Mutual's New York affiliate, WOR, Mr. Drake will be heard from coast to coast on weekdays from 11:30 to 11:35 a.m.

In affiliation news, Mutual announces the signing of four independent stations: WJET Erie, Pa.; WNOW York, Pa.; WKYR Cumberland, Md.; WMNF Richwood, W.Va.

► **Keystone:**

The addition of 18 new affiliates has been reported by Charlotte Tucker, director of station relations for the Keystone Broadcasting System: WIOI Portsmouth, O.; WMIE Miami, Fla.; WELK Charlottesville, Va.; WMFT Terre Haute Ind.; WLAS Jacksonville, N. C.; KCHV Indio, Calif.; WKTG Thomasville, Ga.; WRIP Chattanooga; KJAM Madison, S. D.; KXLL Missoula, Mont.; WPRN Butler, Ala.; WMNG Richwood, W. Va.; WSUG Clewiston, Fla.; WBBK Blakely, Ga.; WRMS Beardstown, Ill.; KPAP Redding, Calif.; WGAT Gate City, Va.; WRKM Carthage, Tenn. • • •

this is Wright -



this is the Wright Way -

On the "Dave Wright Show" mornings, and "Push Button One" afternoons, listeners get a happy earful from an entertaining personality . . . from plain news to fancy impersonations, Dave knows how to hold an audience. AND he is a seasoned air salesman with a long, successful background in selling for national accounts.

Get Wright on the right station

WIS

For full details on selling the bustling central S. C. market call your PGW Colonel.

WIS
COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

IT TELLS YOU WHERE THE MONEY IS.

SRDS November issues reflect estimates of July 1, 1959 market conditions

Accessibility and convenience of up-to-date SRDS consumer market data and media maps prompt wide use by buyers of media

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data – covering all counties in the United States. This data is kept current in interim months by the addition of significant changes.

This is the only service in the country that provides you with such frequent re-evaluation of the statistics upon which media and marketing decisions must be based . . . *all in one place.*

Actually, for your convenience the complete data is repeated, every month, in *three* places...

...starting with the November issues of SRDS Spot Radio, Spot TV, and Newspaper books you will find July 1, 1959 data on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The new estimates reflect recently revised as well as added metropolitan statistical areas as defined by the U. S. Bureau of the Budget.

The Farm Section of the Consumer Magazine book also contains up-dated market information. Farm data, which now appears in the Newspaper, Radio, TV and Consumer Magazine books, now covers 100 additional counties . . . 400 in all.

What's your market story?

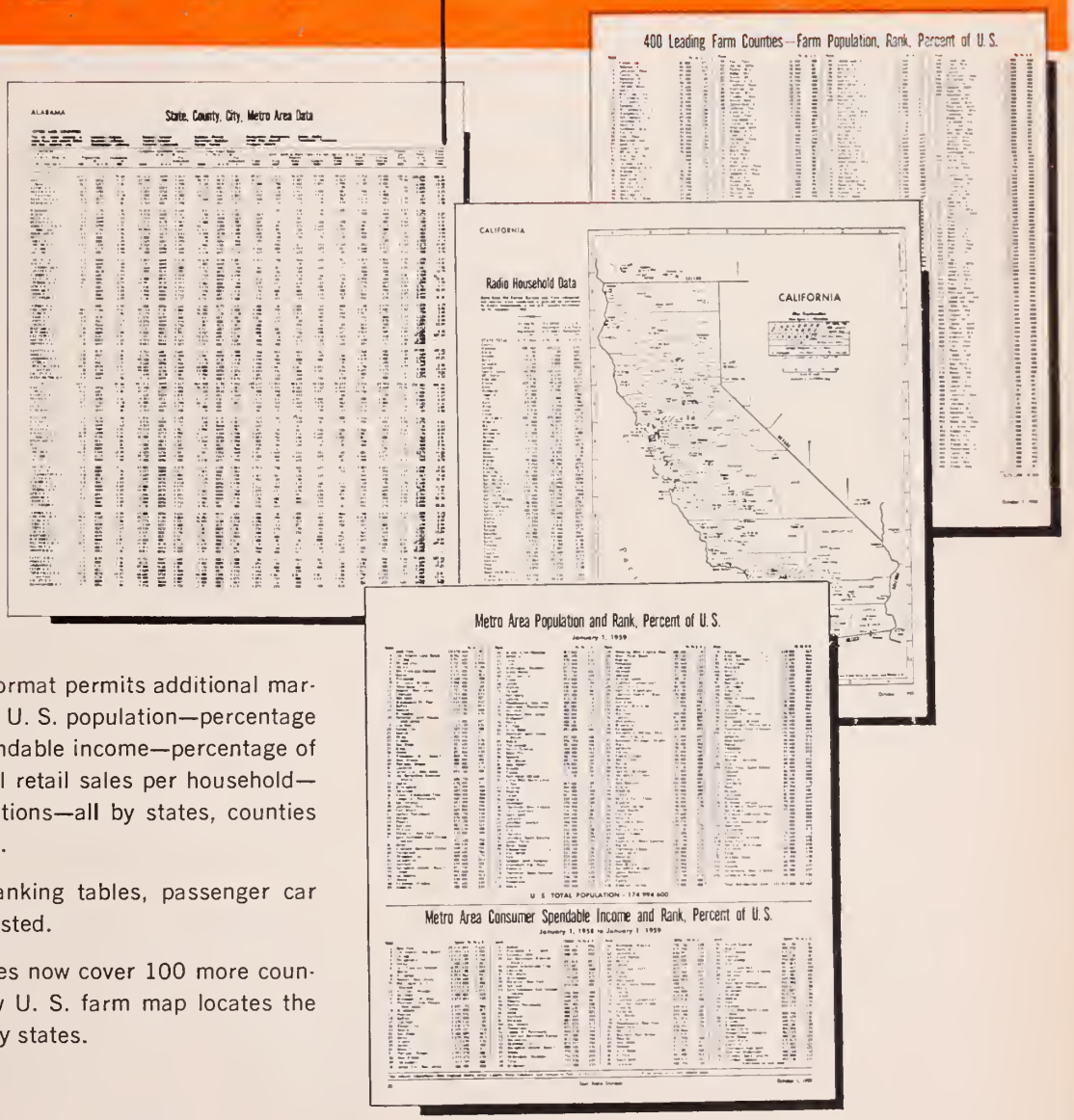
Every time an advertising professional turns to SRDS he is taking one of the 101 buying actions that lead to media decisions. Any *one* may be the *final* one.

But whether the buying step is final or preliminary, it makes sense for a medium to *be there* with Service-Ads capsuling its *whole* sales story . . . selling market and coverage in the market data sections of SRDS and its special values as an advertising medium on the listing pages.

SRDS

NOW

UP-DATED consumer market information—now ready to use



New SRDS 4-column format permits additional market data: percentage of U. S. population—percentage of U. S. consumer spendable income—percentage of U. S. retail sales—total retail sales per household—passenger car registrations—all by states, counties and metropolitan areas.

In the metropolitan ranking tables, passenger car registrations are now listed.

Farm market data pages now cover 100 more counties, 400 in all. A new U. S. farm map locates the 400 leading counties by states.

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, *Publisher*
5201 Old Orchard Road, Skokie, Illinois

Sales Offices:
Skokie, New York, Los Angeles, Atlanta

ative individuality' between stations. Radio was meant for something better than top 40 records and station promotion jingles."

R. L. Dellow, vice president and director of media at Grant Advertising Inc., Chicago, says, "Station personality, especially when a variety of stations are available, needs clearer definition."

The suggestion of Marvin Richfield, media director at Erwin Wasey, Ruthrauff & Ryan Inc., New York, is for "greater emphasis on interpretation of news and current events rather than the mere statement of headlines."

Maintaining that the advertiser "needs a better climate for his product," Marvin S. Cantz of Tilds & Cantz Advertising, Los Angeles, directs his remarks specifically at programming. "Too many [stations] have forgotten their responsibilities to the community. They cater entirely to the wants of the listener; they care nothing about his needs.

"Radio, in general, must develop a more constructive sound—it must appeal to mature minds of all ages —it must create listener respect and confidence."

On the question of research, comments range from requests for specific material to a general plea for reliable findings.

Says Thomas A. Wright Jr., vice president in charge of media, Leo Burnett Co., Chicago, "We want basic research on how radio is being listened to these days; a study of turnover in the 6 to 8 a.m. period; how long the radio is used per time tuned in."

Arthur S. Pardoll, group media director, Foote, Cone & Belding Inc., New York, asks for research concerning spot radio "which will measure total radio listening more accurately. In addition, audience profiles revealing characteristics according to age, income, sex, occupation and so on would do much to sell radio."

The suggestion of C. M. Anderson, media research supervisor at Campbell-Mithun Inc., Minneapolis, is for research to find out what the listening and non-listening audience wants. "Radio should be intensively researching its actual and potential audience and itself," he says. "It should do so with a view to giving the audience (both listening and non-listening) what it wants, not what the station and network thinks it wants.

"Such research should be a continuous process, not a one-time proposition."

In the opinion of William E. Wright, president of Wright-Campbell & Suitt Inc., Chicago, radio must tidy up its operation in the area of audience research. "There is far too much distortion, sloppy figuring and muddled thinking."

Do you think radio programming shows imagination, or does it all sound the same?

Shows imagination . . .	7.7%
In some instances . . .	19.2%
Does not show imagination . . .	23%
All sounds the same . . .	46.2%
A lot sounds the same . . .	19.2%
Varies by station . . .	7.7%

(Total of percentages adds up to more than 100% because of multiple answers in some cases.)

Taking note of an agency's share in the responsibility for developing good radio, Mr. Ritz of Klau-Van Pietersom-Dunlap says, "I feel that all too often the radio medium is purchased on the basis of ratings and numbers, with little or no consideration for the qualitative aspects of the radio audience." On the other hand, he continues, "Many stations, I feel, give only lip service to programming and research, and all too often become involved in invidious competitive market comparisons. Many stations do very little in the way of public service programming which I feel is highly important in helping to establish a station's image and profile."

In like vein, Jerry Hoeck, vice president of Miller, MacKay, Hoeck & Hartung Inc., Seattle, says, "Radio should clean up its own house on all three counts of programming, sales effectiveness and research, and throw in *rates*, too. Then go out and sell advertisers on the merits of the medium."

From a sales standpoint, Mr. Seehafer of Needham, Louis & Brorby has this to say:

"Improved selling stems directly from better radio sales management, and a carefully conceived master sales plan is essential. This defines objectives, prospects, seasonal sales strategy, follow-up and the like. Good radio sales management also stimulates enthusiastic radio time salesmen. Good salesmen live with radio—wake up to a clock radio, get off to work by radio's time signals, snap on their car radios automatically, and aren't too embarrassed to use their transistor sets on the streets and in public places other than at World Series time.

"Alert radio sales managemen can take many additional steps in support of the salesman on the street. One is the simple device of using the station to promote itself as an advertising medium. Here special commercials on the specifics of the station's audience size, audience composition, share, and the vast out-of-home audience should prove more effective than glittering generalities about radio as an advertising medium."

Basic Medium

Says Thomas L. Blosl, radio-tv director at Botsford, Constantine & Gardner Inc., Seattle, "Radio needs applied imagination and more creative thinking and selling to prosper."

The apparent keen interest of agencies in radio's prospects and possibilities which underlies their outspoken complaints about its imperfections is exemplified in the words of Harry K. Renfro, director of radio/television at D'Arcy Advertising Co., St. Louis:

"Radio must consider itself a basic medium and shoot for basic money.

"Radio must sell against its *real* competition and not other radio stations." • • •

report on FM

Detroit and Minneapolis Studies Join Bandwagon of Fm Research

Joining the bandwagon of fm research that is attempting to provide listener profiles of the medium are two studies in the Detroit and Minneapolis areas.

The latest surveys — one for WLDM Detroit and the other for WLOL-FM Minneapolis — offer factual data on fm audience make-up, programming preferences, listening habits and sponsor loyalty.

The "Fm Radio Receivers Study" was conducted for WLDM by Market-Opinion Research Co., Detroit, during the month of July 1959. Its purpose was to determine: The type of people who comprise an fm station's audience; how frequently they listen, and what they particularly like about fm stations to which they listen.

The survey among fm listeners showed that 80.8 percent of the people have one fm receiver while 16.6 percent have two receivers. Concerning the location of the fm set, 49.8 percent stated that it was in the living room, while 14.4 percent had it in the bedroom and 13.3 had it in the kitchen.

Based upon 370 mail interviews, the study resulted from a June 1959 mailing of 1,000 letters and questionnaires to persons known to be fm listeners.

The survey indicates that there are "no marked peak times for fm listening except for a slight increase at night—listeners use fm constantly from 7 a.m. thru midnight." From 7 to 8 a.m., 22.2 percent of the fm audience listen to their radios. The percentage steadily rises throughout the day, with the highest being 52.7 percent between 9 and 10 p.m., and 52.2 percent for two hours, 5 to 7 p.m.

Individual fm listening among persons described as fm listeners in Detroit, according to the survey, is on the average of five hours and 19 minutes per day, compared with the average am listening of one hour and 17 minutes.

This survey also shows that the fm medium reaches a higher occupation level. It states that "By occupation, the largest percentage is in the professional, technical, executive and semi-professional groups." Similarly, the family income is in the upper brackets.

The WLOL-FM survey was undertaken during the summer to determine its listeners' composition and to show advertising results.

It revealed that 70 percent of the station's listeners had patronized sponsors within the past year of the survey; 58 percent had patronized the advertisers within the last month of the survey, and 26 percent had done so within a week of the survey.

The average amount of listening per day by the WLOL-FM audience is three and one-half hours, and, says the station, "many women listeners indicated eight- to 16-hour listening periods."

The evening classics portion of the station's daily schedule was preferred by 10 percent of the audience, while other favorites included: Dinner music, afternoon classics, afternoon jazz, great albums of music and dance party.

WLOL-FM states that 63.5 percent of its listeners are in scientific, professional and managerial positions. College students or persons working toward higher degrees comprise 20.8 percent of the audience and 66 percent have one or more college degrees. The average income, including students, is $7,800 per year.

The appeal of the medium in general and the station specifically is shown by percentages of listeners in various age groups. Of the total audience: 9.9 percent are between the ages of 10 and 20 years; 35 percent are between 21 and 30 years; 24 percent are between 31 and 40 years; 18.5 percent are between 41 and 50 years, and 12.5 percent are 51 years of age or older. • • •

KUDL NOW #2 In Kansas City Share of Audience
Hooper, July-Aug., 1959
Mon.-Fri., Noon to 6 PM
MORE LISTENERS PER DOLLAR!
BEST BUY BY FAR
KUDL
Irv Schwartz V.P. and Gen'l Mgr.
Adam Young, Inc. Nat'l Rep.



This is Forest Cooke, WHBF-TV program director in conference with members of production staff.

His Decisions are Based on 30 Years Experience in Building Audiences for WHBF—and its Advertisers
STRONG & PRODUCTIVE FROM DEEP ROOTS
WHBF
Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- **COLUMBIA**
- **JEFFERSON CITY**
- **MEXICO**
- **FULTON**

A tip to Timebuyers—

. . . There *is* a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands . . . More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—*SELL!* . . . with a day by day program that's "hot" for Missourians . . . keeps 164 local and national clients hot on the trail of millions of "spending dollars"—Get the story *now* from JEPCO offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel: Midway 2-3341

KFAL RADIO 900 kc 1000 w

here is... modern radio

Facts on Formulae for Further Fortune! Proven Sales Success Plan uses famous RADIO HUCKSTERS and AIRLIFTS to increase Your Profits. Write for new "SHOWCASE" disc, Today! or Phone Now!

LANG-WORTH FEATURE PROGRAMS, INC.

1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

report from Canada

First Nielsen Canadian Coverage Study Takes Shape

Canadian broadcasting is about to receive the first nationwide coverage study performed by the A. C. Nielsen Co. of Canada Ltd.

The field work has been in progress for some time, surveying all 239 counties in Canada's 11 provinces. County-by-county radio and tv ownership figures will be available to subscribers this month, Nielsen states. Station circulation data will be released in "early 1960."

George Ralph, vice president and Canadian broadcast division manager, states:

"Favorable reaction to the Ontario Nielsen Coverage Study done last year and industry acceptance of the Nielsen Broadcast Index (counterpart of the U.S. Nielsen Station Index) for the Toronto area has encouraged us to provide these expanded services.

"The nationwide NCS not only will supply up-to-date coverage and circulation data badly needed by stations, advertisers and agencies, but will be a sound basis for determining the new NBI measurement areas."

The NCS of Canada, similar to the U.S. version, will "measure and report for each county the number and percent of receiver homes tuning to each station over various broad spans of time, indicative of over-all programming of each station. Such measurements are designed as the counterpart of print media's delivered circulations. They represent the accumulated listeners to a station without specific reference to the program features that attract them. Program audiences for stations in leading markets will be continuously measured and reported separately by the Nielsen Broadcast Index."

Basic Advantages

The basic advantages of radio, according to Charles W. Fenton, radio sales director of the Canadian Association of Broadcasters, are coverage, cost and flexibility. He outlined these three in an address before the Ontario Carbonated Beverage Association.

"Radio is unsurpassed when it comes to coverage. Over 96 percent of all homes in Canada have at least one radio and 30 percent have two or more sets. Nearly 50 percent of all the cars on our streets and highways have a radio—a total of 1,500,000 cars in Canada whose drivers and passengers listen to radio while they ride.

"Last year in New York I saw a showing of ladies' handbags with built-in radios and I understand the Bulova Watch Co. is getting ready to produce an attache case fitted with a radio. The number of radios being listened to by Canadians is growing by leaps and bounds. Last year, 983,000 radios were sold in Canada and set sales so far this year are up 45 percent, so there will be over a million sets sold this year . . . We estimate there are over nine million radios being used in Canada and *that* figure is greater than the combined circulation of all daily newspapers and magazines in Canada."

Mr. Fenton further states that "you just cannot beat the low cost of radio." He says, "Anyway you want to measure it, radio reaches more homes or people per advertising dollar than any other medium."

On the subject of flexibility, Mr. Fenton explains that this has three aspects:

- Flexibility in regard to the seasons and varying weather conditions.
- Flexibility in regard to the times that can be bought—morning, afternoon and evening.
- Flexibility in the way these time periods can be filled—spots, newscasts, sportscasts, musical programs. • • •

radio research

How Do Listeners Rate Popular Music?

One station's rejoinder to critics who claim radio is humming the wrong tune (*Is Radio Playing Music in a Single Groove?* September 1959) can be found in the current project of KING Seattle to remold its programming nearer to the public desire.

Acting on the results of a recent survey of popular music tastes in its listening area, KING says it is now taking "the necessary steps" to reflect those tastes in its programming.

Of primary significance in its study, according to the station, is the revelation that "raucous rock 'n roll" is at the bottom of the heap so far as its listeners as a whole are concerned—and plays second fiddle to other current hits in the preference of teenagers themselves. This type of music drew an expression of "strong dislike" from 33 percent of respondents to the survey and "dislike" from 21 percent for an over-all unfavorable reaction of 54 percent, KING states. Among teenagers, it ranked second to such calmer hits as "What A Difference A Day Makes" by Dinah Washington.

At the same time, the station reports, an overwhelming majority of people answering the poll list as first choice the tunes which KING classifies as "Golden Records" (ones which have sold a million copies or more, excluding those with a heavy rock 'n roll beat). A total of 75 percent of the respondents said they either "like" (39 percent) or "strongly like" (36 percent) these.

The survey netted 10,000 postcard responses from a mailing to 100,000 residents in western Washington, the station says.

Details of the project were supervised by Dr. Stuart Carter Dodd, director of the Washington Public Opinion Laboratory and research professor at the University of Washington. They included a system for culling out irresponsible replies and for giving an objective presentation of selected music, according to Earl Reilly Jr., station manager.

"Each respondent was required to listen at a scheduled time for one of 70 survey broadcasts," he explains, "and rate 10 tunes representing five areas of popular music."

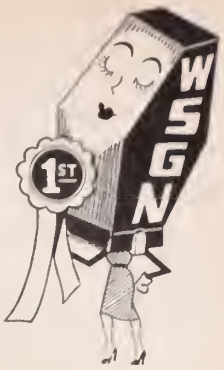
Category 1 ("Current hits with raucous rock 'n roll beat or 'screaming' rhythm and blues lyrics") proves to be low scorer with the group as a whole and each of four age groups except the 12-to 16-year-olds. It collected 6,036 expressions of strong dislike (all other categories combined netted only 5,621 votes of "thumbs down," the station notes). In second place among the under-16's, it is "strongly liked" by 49 percent, "liked" by 25 percent. Among respondents in the next age bracket, 17 to 21, this category dives from second to fourth place, with almost as many "strongly disliking" (23 percent) as "strongly liking" it (24 percent). Among respondents over 22, this category runs a poor fifth.

Category 2 ("Current hits excluding raucous rock 'n roll") is third on the list of the respondents as a group, first with 12-to 16-year-olds and second with 17- to 21-year-olds.

Category 3 ("Familiar 'standards' arranged in such a way that the melody line is easy to follow; for example, 'Tenderly' by Pat Boone") ranks second with the group at large and respondents over 21, third with the 17-21 group and fourth with the 12-16 group.

Categroy 4 ("Unfamiliar tunes plus familiar tunes with arrangements that make them difficult to recognize") makes an unimpressive showing with all age groups.

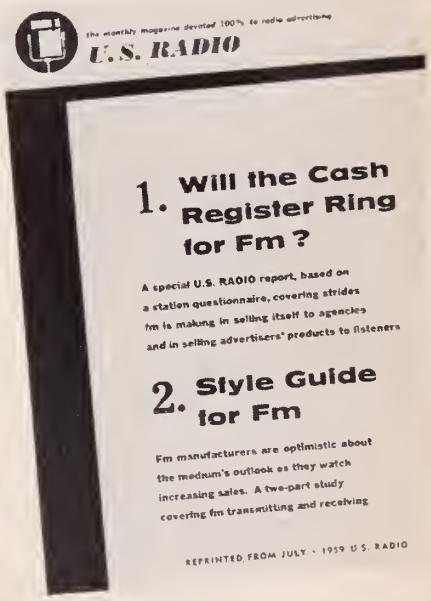
Category 5 ("Gold Records, all million-sellers excluding raucous rock 'n roll type") is tops with the group as a whole, and with every age group over 16. It's also, according to the survey, a strong third with the so-called rock 'n roll set. • • •



First In The Hearts
of Birmingham Housewives
Says August "PULSE"

National Representative:
Venard, Rintoul & McConnell, Inc.
Southern Representative:
James S. Ayers Company

WSGN
6

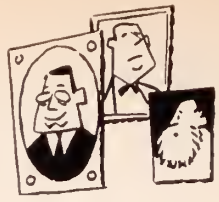


Reprints of selected articles and features in U. S. Radio are available in the above form. Other articles and features in U. S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints *U. S. Radio*
50 West 57th Street
New York 19, N. Y.

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Roy Danish, formerly v.p., McCann-Erickson's Marschalk & Pratt Division, New York, named v.p, Smith/Greenland Co.

F. Winslow Stetson Jr., formerly v.p., Needham, Louis & Brorby Inc., and **S. Cecil Bernsley,** formerly marketing dept., Ted Bates & Co., join C. J. LaRoche & Co., New York, as v.p.-marketing dir. and marketing exec., respectively.

Lee R. Teeman, formerly art dir., John Shaw-Advertising, Chicago, named v.p., radio-tv graphics, Ladd, Southward & Bentley Inc.

Rochelle Segal, formerly with Compton Advertising, New York, named timebuyer, Wermen & Schorr Inc., Philadelphia.

Stephen A. Gardner, formerly with George Patton Advertising, Hollywood, named merchandising dir., Beckman, Koblitz Inc.

John Griese Jr., formerly associate account exec., Benton & Bowles Inc., New York, named account exec., Ogilvy, Benson & Mather Inc.

Hermina Lukacsy, formerly media dir., M. B. Scott Agency, Los Angeles, named to similar post, Cole Fischer Rogow Inc.

James E. Kovach, formerly program mgr., WBAL-TV Baltimore, named v.p., radio-tv operations, Waltjen Associates Inc., Baltimore.

STATIONS

John O. Gilbert, formerly sales mgr., WKMH Detroit, named sales mgr. WBZ-WBZA Boston-Springfield.

Harold S. Cranton, formerly dir. of sales development and research, ABC Radio, appointed dir. of adv. and promo., Metropolitan Broadcasting Corp.

Calvin H. Mann, assistant mgr., KVOS Bellingham, Wash., promoted to station mgr.

Gil Wellington, formerly commercial mgr., KXA Seattle, named gen. sales mgr., KTIX.

William Sherry, formerly account exec., WRCB Philadelphia, appointed mgr., WVOX New Rochelle, N. Y.; **Wallace Dunlap,** formerly gen. mgr., WTAO-AM and WXHR (FM) Boston, named mgr., WFYI Mineola, N. Y.; **Fred Beck,** former WVOX mgr., promoted to regional sales mgr., Herald Tribune Radio Network; **Marvin Seller** named acting sales mgr., WFYI.

Four gen. mgr.'s of Air Trails Network stations elected v.p.'s: **Arthur E. Haley,** WEZE Boston; **William H. Spencer,** WKLO Louisville; **Dale Moudy,** WING Dayton; **Collis A. Young,** WCOL Columbus, O.

Three appointments have been made at KWK St. Louis: **Gil Newsome,** program dir., to station mgr.; **Don Hamel,** Headley-Reed Co., Chicago, to gen. sales mgr.; **Gene Davis,** air personality, to program dir.

Lawrence B. Krasner, formerly v.p.-gen. mgr., Forjoe Inc., Los Angeles, named mgr., KQDE Seattle and national sales mgr., KQDE and KQTY Everett, Wash.

William Decker, formerly mgr. of national and local sales, WNBQ (TV) Chicago, named mgr., WMAQ.

Steve Shepard, gen. mgr., KOIL Omaha, elected v.p.

Buck Buchanan, formerly with KDON Salinas, Calif., to dir. of station relations, KOMY Watsonville.

Ira Morton, formerly sales mgr., Schubert Liquor Co., Phoenix, named sales mgr., KBUZ-AM-FM Phoenix.

Richard S. Mulford, advertising consultant, appointed dir. of advertising, Crowell-Collier Broadcast Div.

James P. Hensley, formerly v.p.-gen. mgr., WEEP Pittsburgh, named exec. dir., KROY Sacramento.

Arthur Wittum, audience promotion mgr., WBBM-TV Chicago, named advertising-sales promotion mgr., KNX Los Angeles and the CBS Radio Pacific Network.

George W. Mamas, local sales mgr., WCUE Akron, O., promoted to v.p.-gen. sales mgr.

Herbert I. Fields, formerly display salesman, *Philadelphia Bulletin*, named to the sales staff, WPEN Philadelphia.

Jack B. Prince, salesman, WTAR Norfolk, promoted to assistant sales mgr.

REPRESENTATIVES

Wilbur M. Fromm, mgr., advertising-promotion, NBC Spot Sales, appointed mgr., New Business & Promotion Dept.; Joseph J. Casola, senior promotion and presentation writer, NBC Radio, named mgr. of sales development, NBC Spot Sales.

Thomas C. Hetherington, formerly timebuyer, Gardner Advertising Co., St. Louis, named to the sales staff, Katz Agency Inc., St. Louis.

Arthur W. Bagge, midwest sales mgr., Peters, Griffin, Woodward Inc., elected v.p.; **Sidney Carter,** formerly sales exec., WEAW Evanston, Ill., named account exec., PGW, Chicago; **Ransom Y. Place Jr.,** formerly account exec., Robert E. Eastman & Co., New York, to similar post, PGW, New York.

Harry J. Cannon, regional station representative, named southeastern mgr., newly-opened Atlanta office, Gill-Perna Inc.

NETWORKS

Louis Dorfsman, dir. of art, advertising and promotion, CBS Radio, elected v.p. in charge of advertising, promotion and press information.


Fromm


Gilbert


Mann


Danish


Stetson


Cranton

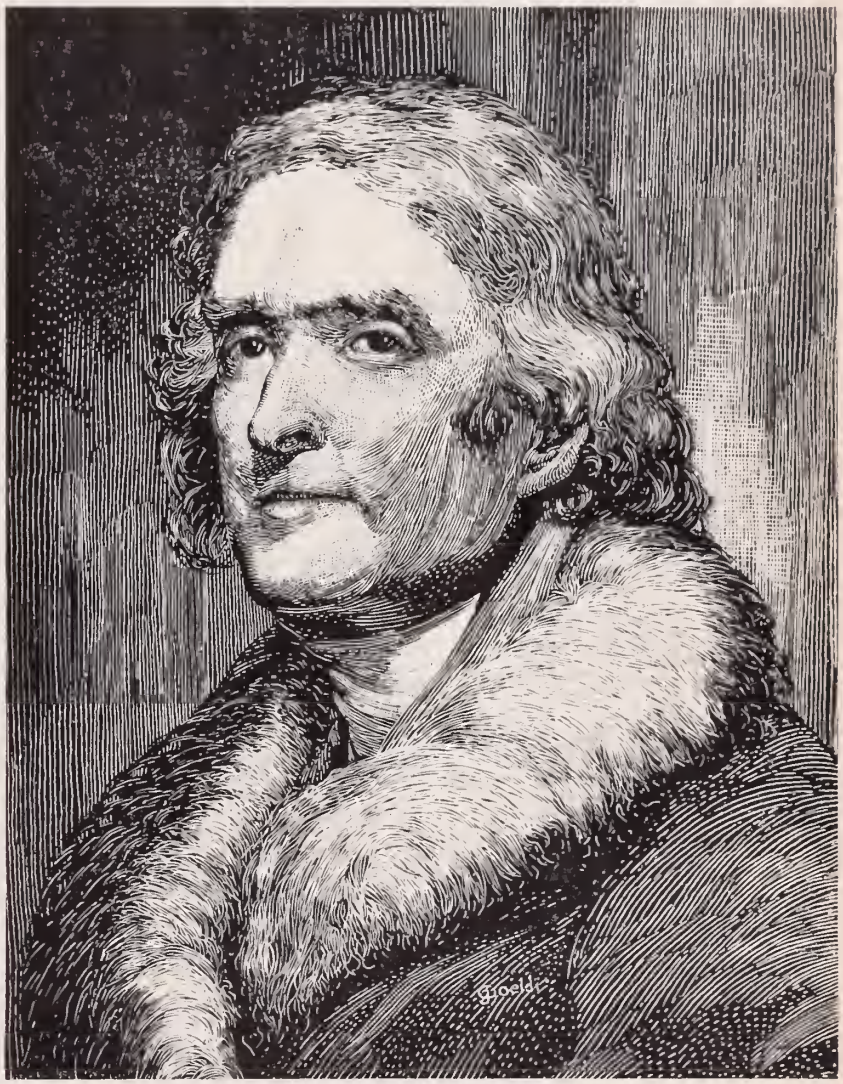

Teeman


Hetherington

Lasting Impressions

"When a man assumes a public trust, he should consider himself as public property."

Thomas Jefferson (1743-1826). Brilliant figure in American History who helped frame the Declaration of Independence and later became the third President of the United States.



Important to advertisers is the extreme trust Detroit-area listeners have in WWJ. Here, responsibility to the public is always the order of the day. WWJ newscasts are completely reliable. WWJ music, sports and special features always reflect the station's integrity. So does the advertising WWJ puts on the air. This is the kind of radio station your client and your product deserve—for lasting impressions. Call your PGW Colonel today.

WWJ AM and FM RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

EDITORIAL



. . . double vision

VIEW FROM THE TOP

The question of whether or not agencies have been underselling radio has long been asked by people in the radio business. And revealing this attitude is a U. S. RADIO survey of 27 advertising agencies from coast to coast. Overwhelmingly, these admakers admit that agencies are selling radio short (see p. 23).

But what is so surprising is that these agencies, also overwhelmingly, say they believe radio is an effective advertising medium. Needless to say, the challenge ahead is to try to balance these two halves of the equation.

In commenting on the view from Ad Row, it is interesting to note that agencies seem to be harsher critics of radio than the men who actually pay the bills (in the October issue, a similar survey of advertisers was taken; see *What Do Advertisers Think of Radio?*).

PROBLEMS INVOLVED

The problem areas in radio that agencies point to are programming and research. In the area of programming, greater imagination is urged. This is surely sound advice for any business.

But the area of research remains a puzzle. There was a time when radio lacked a great deal in terms of surveys and projects. But the argument that radio suffers for lack of adequate quantitative and qualitative percentages seems to us less realistic than the argument that radio is over-researched.

It is difficult to understand in this competitive age how some agencies can describe a medium as effective and then admit to underselling it. Can it be that these agencies have evolved such slick advertising formulae that they can afford to sell short a medium they describe as effective? We think not.

We urge agencies to take a fresh look at today's radio. Perhaps a good way to start is to examine the success *local* advertisers and agencies are experiencing with radio. Local business today represents more radio dollars than spot and network combined. These hometown clients and agencies are close to their points of sale; they know the pulling power of radio.

Of course, many national and regional agencies continue to do imaginative and new things in radio, and employ the medium on a fulltime basis.

But for those agencies that are not wholeheartedly promoting radio to advertisers, we suggest they take fresh stimulation from radio's local sales effectiveness story. An agency with branch offices should have its bureaus submit the case histories of advertisers who are successfully meeting local and national competition with radio.

GATHERING STRENGTH

At its fourth annual convention in Philadelphia at the beginning of this month, the Broadcasters Promotion Association gave testimony to the constructive efforts the industry has been expecting from the group. The meetings and discussion groups were well planned, well executed and stimulating. Some of these sessions will be analyzed in the December U.S. RADIO. We know the industry's promotion men and women, who are charged with the responsibility of communicating a station's image and activities to listeners and advertisers, came away with more than a hatful of new ideas and approaches.

in

RADIO

you know where you're going with

STORER

The stations with the accent on sell... right through to merchandising and promotion. In short, we don't weigh you down with promises. We build you up with performance. That's why nearly every advertiser in radio is on Storer. With Storer you always know where your sales are going — definitely up!

Storer Broadcasting Company • National Sales Offices:
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WJW
CLEVELAND
NBC network.
Tops in local
Personalities,
News and Music.
Call KATZ

•

WJBK
DETROIT
WJBK-RADIO *is* Detroit.
First from noon
until midnight.
Call KATZ

•

KPOP
LOS ANGELES
Covers nation's 2nd market.
Call PETERS, GRIFFIN,
WOODWARD

•

WGBS
MIAMI
50,000 watts—CBS
Covering *ALL* of
South Florida.
Call KATZ

•

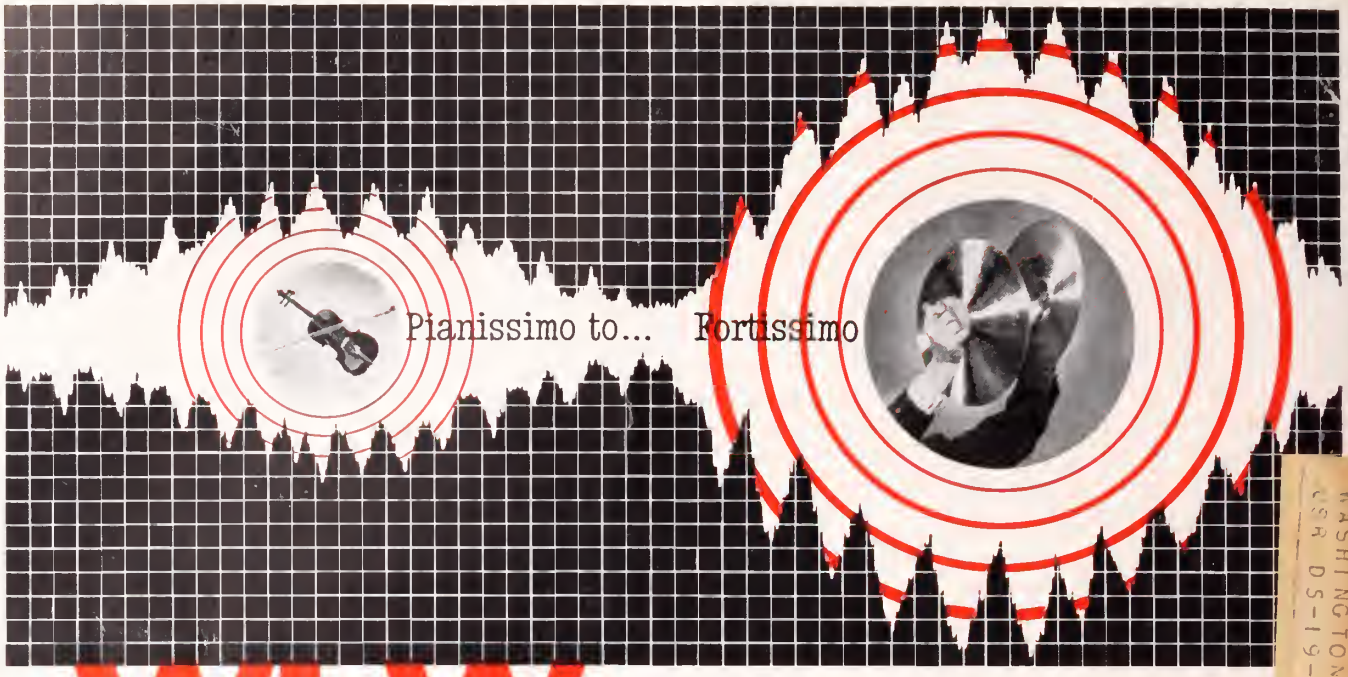
WIBG
PHILADELPHIA
The happy 50,000
watt station.
First in all surveys.
Call KATZ

•

WSPD
TOLEDO
It takes only one to reach
ALL Toledo. First by far.
NBC • Call KATZ

•

WWVA
WHEELING
First by far. Pittsburgh-
Wheeling area.
Only full-time CBS station.
50,000 watts • Call BLAIR



WLW Acclaimed.....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station – according to Frank H. McIntosh Laboratory, Binghamton, N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time – check these figures below ... and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!)
WITH WORLD'S HIGHEST FIDELITY

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION..... PER WEEK.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC · **Sales Offices:** New York, Cincinnati, Chicago, Cleveland · **Sales Representatives:** Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 3—NO. 12

DECEMBER

1959

35 CENTS

GRO RADIO
cialized Medium Gears
National Business Push
page 24

UND SELLS SIGHT
ro Radio Spearheads
nango' Film Success
page 35

OMOTION BEAT
motion Man Keeps
e With Radio's Growth
page 41

DIO RESEARCH
Man X-Ray's Current
us of Radio Research
page 45



Jerry F. Donovan

F Finds Radio Rolls
fect Strike Promoting
Bowling Enthusiasts

Don't miss the bus!



GET ON W•I•T•H TO MOVE YOUR PRODUCT IN BALTIMORE!

This bus poster is part of W•I•T•H's continuing advertising and promotion campaign



Baltimore Powerhouse of action and personality . . . W•I•T•H ! . . . out-promoting, out-merchandising, outselling every other station in Baltimore! W•I•T•H goes to the end of the line for every advertiser—lowest cost per thousand with 80% market coverage . . . and a bus-load of merchandising!

- Community Club Awards
- Spotlight Drugs
- Chain Store Plans
- Best Buys Food Displays

The complete sell . . . only on

WITH Radio Baltimore

Tom Tinsley, President, R. C. Embry, Vice Pres. . . . NATIONAL REPRESENTATIVES: Select Station Representatives in New York, Boston, Philadelphia, Baltimore, Washington; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans; Daren F. McGavren Co. in Chicago, St. Louis, Detroit and on West Coast; Ohio Stations Representatives in Cleveland





R A D I O

San Diego's Fine Music Station

5000 WATTS • 1130 KC

THE GORDON BROADCASTING COMPANY

SHERWOOD R. GORDON, PRESIDENT • PHILIP MELTZER, GENERAL MANAGER

STUDIOS IN U.S. NATIONAL BANK BUILDING • SAN DIEGO, CALIFORNIA

TELEPHONE BELMONT 2-2041

REPRESENTED BY DAREN F. McGAVREN

Affiliated with 5,000 watt KBUZ Radio, Phoenix, Arizona

America's First Family of Fine Music Stations

every second counts!

Local advertisers are the first to "know what time it is," when it comes to the selling power of a radio station —they're the first to feel the results. And local advertisers are turning to WMAQ Radio in a big way these days. So much so, that local sales for the first three quarters of 1959 are up 37% over the previous year —and local sales for the first nine months of '59 set a new sales record each month. For big results, and no time lost, put your confidence in, and your sales message on

WMAQ

NBC Owned
670 in Chicago
Sold by
NBC Spot Sales





A look toward the future of electronic journalism and a close-up acquaintance with all facets of radio and tv news broadcasting. Those were the rewards of an eager group of teenage school paper editors and faculty advisors who attended the First Annual WSB Radio-TV News Broadcasting Conference in November.

Offering a creative contest with a year's college tuition scholarship as first prize, the conference was sponsored by the stations in association with the University of Georgia School of Journalism. It was the first ever held by an individual broadcaster in conjunction with a major university.

Participants observed and discussed broadcast news techniques, heard personal messages from NBC Radio newsmen from all points of the globe. They viewed a specially-prepared closed-circuit television report by David Brinkley, who held a stimulating question-answer period.

As an annual event the High School Conference will rank high among WSB's many other endeavors in the public interest.

ATLANTA'S

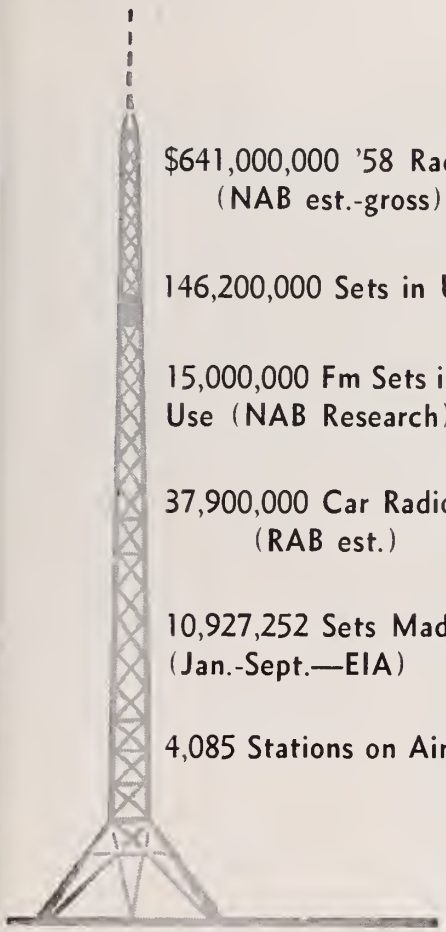
WSB RADIO

WSB-TV

Affiliated with The Atlanta Journal and Constitution. NBC affilate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



Radio's Barometer



$641,000,000 '58 Radio (NAB est.-gross)

146,200,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

10,927,252 Sets Made (Jan.-Sept.—EIA)

4,085 Stations on Air

Spot: Dollar expenditures for October national spot business on the Intermountain Network set a record for any single month's billing since the network was formed 10 years ago, IMN president, Lynn L. Meyer, reports. Increase for October's billing is reported as 42.5 percent over October 1958. Mr. Meyer states that sales for the first 10 months of 1959 show an increase of 31.4 percent over comparable 1958 figures.

Network: Net sales representing $4.25 million in new business, which came in over a two-week period, are reported by Matthew J. Culligan, executive vice president in charge of NBC Radio. CBS Radio has contracted for over $2.25 million in new business, according to George J. Arkedis, vice president in charge of network sales. Highlights of the purchases include 52-week buys by A. E. Staley Manufacturing Co. and Maremont Automotive Products Inc. (see *Report from Networks*, p. 65).

Local: Increases in billings have been reported by four stations—WRCA New York, KCBS San Francisco, WLIB New York and KXOA Sacramento. WRCA rang up its best sales month of the year in October, according to NBC Vice President William N. Davidson. Combined billings for October jumped 18 percent over the same month in 1958. October was also a record-breaker for KCBS, with billings for the month topping the station's previous highs for both one-week and four-week periods by 2.3 and two percent, respectively. Sales at WLIB for the first nine months showed an increase of 30 percent over the same period of 1958, Harry Novik, president and general manager, reports. Sales figures for the first 10 months of 1959 show that business at KXOA soared 43 percent over last year's totals.

Stations: The number of am and fm stations on the air at the end of October totaled 4,085, an increase of 22 (11 am and 11 fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,428	657
Applications pending	487	77
Under construction	97	159

Sets: Total radio production in September was 1,981,208, including 717,501 auto receivers, according to Electronic Industries Association. Nine-month cumulative radio output came to 10,927,252, including 4,151,846 auto sets. Total radio sales in September, excluding car radios, was 928,457 units; nine-month total was 5,285,878. The number of fm sets made in September totaled 76,942, more than double the figure for September 1958; nine-month cumulative fm production was 367,804 sets.

1st

according to all surveys PULSE · HOOPER TRENDEX

WGH RADIO
Color Channel 131
Norfolk - Newport News - Portsmouth and Hampton, Virginia

Represented Nationally by JOHN BLAIR & COMPANY

for buyers and sellers of radio advertising

U.S. RADIO

DECEMBER - 1959 VOL. 3 - NO. 12

. . . IN THIS ISSUE . . .

Negro Radio on the Move 24

Survey Analyzes Upswing in Business As Specialized Medium Guns for More

Negro Radio Delivers Film Audience 35

Heavy Use of Spot Campaigns Helps Spark Hefty Grosses for 'Tamango'

Promotion Keeps Pace 41

Radio Promotion Activities Expand To Keep Abreast of New Developments

Is Research Doing Its Job? 45

Experienced Ad Man Thoroughly Inspects Course Being Taken by Radio Research

AMF Strikes With Radio 48

Extensive $200,000 Radio Campaign Is 'Bargain' For Bowling Concern

. . . DEPARTMENTS . . .

Airwaves	3	Report from Canada	67
BPA Memo	59	Report on Fm	66
Commercial Clinic	57	Report from Networks	65
Editorial	72	Report from RAB	61
Focus on Radio	52	Report from Representatives	62
Hometown U.S.A.	54	Silver Mike	19
Letters to Editor	20	Soundings	9
Names and Faces	70	Station Log	58
Radio Registers	60	Time Buys	10
Radio Research	68	Washington	17
Report from Agencies	64		

Arnold Alpert — *Editor and Publisher*
Jonah Gitlitz — *Managing Editor*
Arnold Farber — *Senior Editor*
Carol Murdock Scinto — *Senior Editor*
Rollie Devendorf — *Art Editor*
Patty Kirsch — *Assistant Editor*
Blanche Stein — *Administration-Production*
Seymour Weber — *Office Manager*
Jo Ganci — *Secretary to Publisher*

West Coast Representative—

Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583

% Edith K. Whaley
3493 Cahuenga Blvd.
Los Angeles 28, HOllywood 3-2215

Member of Business Publications Audit of Circulations Inc.

BPA

U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. CIrcle 5-2170. Chicago, Ill.—161 E. Grand Ave. WHitehall 3-3686. Washington, D. C.—1806 East-West Highway, Silver Spring, Md. JUniper 8-7261. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, $3 a year, $5 for two years in U.S.A. U.S. Possessions and Canada $4 a year, $6 for two years. Please advise if you move and give old and new address. Copyright 1959 by Arnold Alpert Publications, Inc. Accepted as controlled circulation publication at Baltimore, Maryland.

new RCA magnetic disc recorder

combines advantages of tape and disc!

A great new tool for broadcasters . . . makes possible fast recording and playback of commercials and announcements



The Magnetic Disc— extremely rugged, not easily damaged, and with a life expectancy equal to or greater than tape. Information already recorded can be erased easily, permitting re-use of disc.

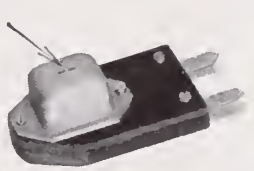
Type BQ-51A/BA-51A Magnetic Disc Recorder and Recording Amplifier

This new Disc Recorder, a completely self-contained unit, meets the broadcaster's requirements for fast recording and playback of commercials and announcements. Extremely simple in operation, it minimizes the skill required to produce a professional recording. Grooves for recording are molded into the blank disc. No cutting mechanisms, optical devices and heated styli are needed; the same equipment serves for recording and playback. All of the advantages of magnetic tape recording are retained in the magnetic discs, yet winding, splicing, cuing and other tape handling problems are eliminated.

A recording time of 70 seconds is obtained from each side of the magnetic disc, which includes 10 seconds for "cue-in" and "trip-out" cue tones.

The magnetic head used in the system consists of two C-shaped laminations made of a material that is extremely hard physically, but with very high permeability. A newly designed tone arm which accommodates standard MI-11874-4 (1 mil) and 11874-5 (2.5 mil) pickups also can be handled by means of a plug-in socket arrangement. It can be used for reproducing standard transcriptions and phonograph records up to 12 inches in diameter at 33⅓ or 45 rpm.

Magnetic Recording Head. The magnetic pole pieces which do the recording protrude through the narrow slot (see arrow).



The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programming. For complete information on the Disc Recorder and companion units, call your RCA Broadcast Representative or write RCA, Dept. B-337, Bldg. 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Tmk(s)®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

Our Sincere

★ Seattle
KIRO

Boise ★
KBOI

Fargo ★
WDAY

★ Denver
KHOW

Los Angeles
KPOP

San Diego
XEAK

Honolulu
KGMB-KHBC

San Antonio ★
KENS

Corpus Christi
KRYS ★



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Radio and Television Station Representatives

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • BOSTON
ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

"A deep bow of thanks to the radio stations who have selected us to represent them starting this year. Our promise to advertisers and agencies -- that we will give you the most timely, comprehensive, and the best data -- on these markets and stations, plus the others we proudly represent.

Robert V. Tekler
Vice President - Radio

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN,

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD

Thanks...

WOODWARD, INC.

• BOSTON • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO



WGN's on top with Chicago's most popular cop!

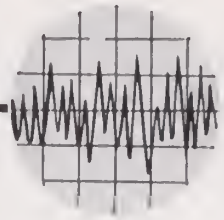
A recent Pulse survey showed that more than 56% of all Chicago listeners had heard the WGN Trafficopter with Chicago Police Officer Leonard Baldy! The most talked-about feature on Chicago radio, the WGN Trafficopter provides a vital award winning service of safety and news.

It is just one more reason why more people listen to WGN than any other Chicago station.

WGN-RADIO *Symbol of Responsibility in Broadcasting*

The Greatest Sound in Radio — 441 North Michigan Avenue — Chicago 11, Illinois

soundings



San Francisco Stations May Set Welcomed Trend

In a move of unity designed to "present aggressively the story of radio as a vital advertising medium," 13 am radio stations in the San Francisco-Oakland Bay area have formed the San Francisco Radio Association. Said to be the first organization in the Bay Area to get the united support of station management, it will attempt to alert clients and agencies throughout the United States on the radio market potential of what is described as the "sixth largest metropolitan area in the country." President of the new group is William D. Shaw, KJBS.

Housewife, a Radio Fan, Plays Big Role in Car Buys

The American housewife, who research states is a loyal radio fan, continues to show that she is becoming more and more the deciding factor in family purchasing decisions. Further proof of this trend is a survey conducted by BBDO Inc., New York. Called "The Female Influence in Automotive Purchases," the results show that eight out of 10 women surveyed drive—90 percent of them at least once a week. Women joined their husbands in making four of six basic choices in the selection of a new car. Agencies and clients may find it interesting to note that housewives spend over four-and-one-half hours a day listening to radio (see *Housewives Lisen, Too,* October 1959).

Stations Look Forward To National Radio Month

With the selection of May as National Radio Month for 1960, co-sponsored by the National Association of Broadcasters and the Radio Advertising Bureau Inc., special contests and other events are in the planning stages. Stations will be supplied with promotion kits and other material.

Storer Quality Control Seeks to Maintain Standards

In a move which may be the forerunner of similar steps, the Storer Broadcasting Co. is instituting a plan called "quality control" of programming content for all of its stations. As described by George B. Storer, president, the quality control groups will continuously monitor all programs broadcast over the stations, and be responsible directly to the vice presidents in charge of radio and tv programming at the Storer home office. It is the intention of the plan to maintain established company and industry programming standards. No direct contact will be permitted between the control groups and local station management.

RAB Finds That 60-Second Spots Are Still Most Used

The latest analysis of radio announcements by the Radio Advertising Bureau Inc., covering the third quarter of 1959, confirms the fact that the one-minute commercial is the most frequently used time segment. More than six out of 10 radio spots were 60-second announcements during July, August and September. Commercials running four to eight seconds were the second most popular length. Of the more than 53,000 radio programs in the RAB sample, more than 50 percent were five minutes in length.

Radio's 'Personal Involvement' Is Key to Latest PGW Sell

Continuing with its radio sales development program, Peters, Griffin, Woodward Inc., has taken the wraps off its latest spot radio presentation called Personal Involvement. Relying on tape, with no visual aids, the presentation utilizes programming excerpts from PGW-represented stations across the country. Objective is to show how each station orients and identifies itself with the needs and desires of the people in its community.



Time Buyers Delight!

What type of program or adjacency best fits your sales message? You name it; WPTF has it. Balanced programing in the Nation's 28th Radio Market makes it easier to buy time intelligently.

Put "compatible radio" to work on your next campaign. Schedule WPTF and see why time buyers call it their kind of station.



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

Robert Bosch Corp., Blaupunkt Car Radio Div.

Agency: *Dunay, Hirsch & Lewis Inc., New York*

Product: FM CAR RADIOS

Keeping it in the family, fm is being used to describe and demonstrate the virtues of fm car radios. Keeping pace with its distribution, the firm is currently rolling in high in 10 markets, primarily located in the East and Midwest. With each campaign running for a minimum of 13 weeks, the schedule calls for 20 to 30 one-minute spots concentrated in the 6 to 11 p.m. time period. Murray Hirsch is timebuyer.

Bourjois Inc.

Agency: *Lawrence C. Gumbinner Inc., New York*

Product: EVENING IN PARIS FRAGRANCE

Currently wafting over the airwaves of two Hawaiian stations is a three-week Christmas campaign, consisting of one-minute announcements. A total of 28 spots are being aired. Anita Wasserman is timebuyer.

Canada Dry Corp.

Agency: *J. M. Mathes Inc., New York*

Product: SOFT BEVERAGES

Selling in the holiday spirit is this drink that's being advertised in a campaign now underway and set to go through Christmas. Much is at the discretion of the local bottlers, who are buying from 20 to as many as 250 spots a week in different areas of the country. Spots are 10, 20, 30 and 60 seconds in length.

Ceribelli Inc.

Agency: *The Ellington Co., New York*

Product: BRIOSCHI

Radio is again tops in 1960 plans with about 75 percent of its budget going into the listener's medium. Next campaign flight is scheduled for February, will run for five or six weeks; 30- and 60-second spots will be heard in about 30 markets. Announcements are scheduled throughout the day for women, with spots also geared to automobile time. Mary Dowling is the timebuyer. This firm has had success with radio in meeting competition from some of the giants in its field.

Chock Full O'Nuts Corp.

Agency: *Grey Advertising Inc., New York*

Product: CHOCK FULL O'NUTS

Relying on radio to sell its coffee, the firm goes into the new year with the bulk of its budget in 60-second spots throughout the Northeast. Radio ads will be supplemented only by print, according to a schedule running through July. Herb Werman is timebuyer.

Consolidated Cigar Sales Co.

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., New York*

Product: HARVESTER CIGARS

Wreathed in holiday cheer, the smoke is adding its gift list suggestions to a schedule of ID's which run till Christmas. The campaign, some of which is untouched by the season, however, is running now in seven markets in the north central part of the country. Vince DeLuca is chief timebuyer.

NAIL
DOWN THE
BEST
OF ALL THE
REST
OF MICHIGAN

WKNX
SAGINAW

The number one Pulse rated station in the Saginaw - Bay City Area the 5th year in a row.

Outstate Michigan's most powerful station - serving a giant market of more than 1,000,000 radio listeners.



WKNX
10,000 WATTS

Continental Wax Corp.
Agency: *Product Services Inc., New York*

A patina of radio will be added to the floor wax company's advertising campaign in January, with an increase of 10 to 15 markets over its previous schedule. The firm used network radio during the summer, was inactive in spot during the past fall, is expecting to resume a "usual" measure of the sound medium for pre-spring cleaning months of 1960, but frequencies are still being determined. Doris Gould is timebuyer.

Dorann Foods Inc.
Agency: *The Zlowe Co. Inc., New York*
Product: DORANN'S FROZEN POTATO PRODUCTS

Success of its "One-Minute Variety Show" in the New York area may take the frozen potatoes to other markets. It's possible the 60-second spot will be going to a few chosen markets along the eastern seaboard. Timebuyer is Pauline Mann.

Dorann Foods Inc.
Agency: *The Zlowe Co. Inc. New York*
Product: DORANN'S FROZEN PIZZA

After a seasonal rest, the firm will again begin its pizza spots with the arrival of the new year. Schedules through June for a few selected markets in the East are a possibility. Timebuyer is Pauline Mann.

The Drackett Co.
Agency: *Young & Rubicam Inc., New York*
Product: WINDEX

Testing to see the effect on sales,

(Cont'd on p. 14)

1st in
SAN ANTONIO

FOR EVERY
QUARTER-HOUR
SEGMENT

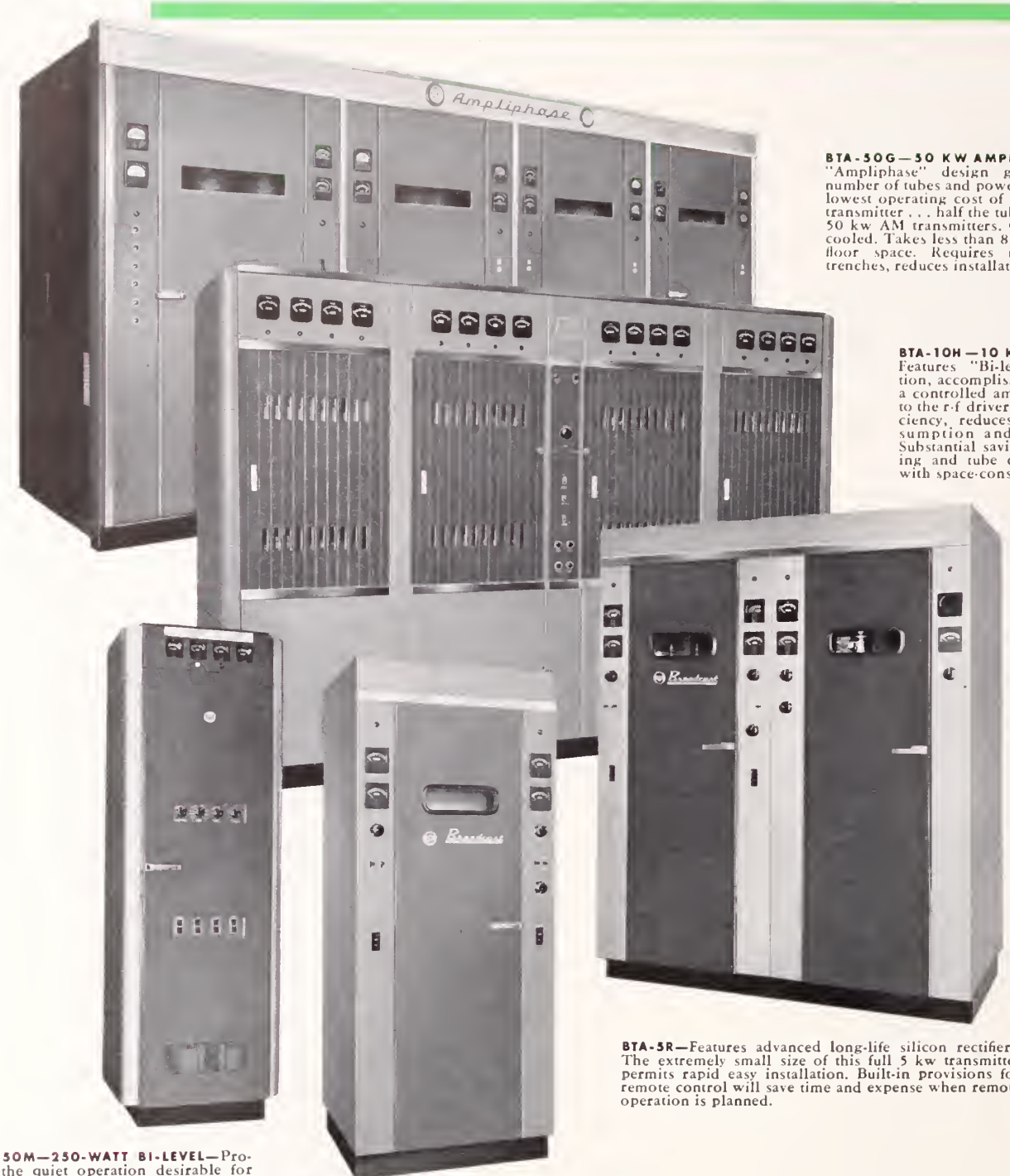
6 a.m. to 6 p.m.
. . . as compiled by
PULSE
for
SAN ANTONIO
SEPTEMBER, 1959

and FIRST in
HOOPER, too!
morning and afternoon

REPRESENTATIVE:
KATZ AGENCY

5000 Watts • 860 KC
KONO Radio
JACK ROTH, Mgr.
SAN ANTONIO, TEXAS

the truth about...



BTA-50G—50 KW AMPLIPHASE—The "Ampliphase" design greatly reduces number of tubes and power costs, assures lowest operating cost of any 50 kw AM transmitter . . . half the tube cost of older 50 kw AM transmitters. Completely air-cooled. Takes less than 80 square feet of floor space. Requires no under-floor trenches, reduces installation costs.

BTA-10H—10 KW BI-LEVEL—Features "Bi-level" modulation, accomplished by adding a controlled amount of audio to the r-f driver, increases efficiency, reduces power consumption and distortion. Substantial savings in operating and tube costs combine with space-conserving design.

BTA-5R—Features advanced long-life silicon rectifiers. The extremely small size of this full 5 kw transmitter permits rapid easy installation. Built-in provisions for remote control will save time and expense when remote operation is planned.

BTA-250M—250-WATT BI-LEVEL—Provides the quiet operation desirable for control room installation. Simple one-control tuning. Distortion-free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package."

BTA-500/1R—Low power consumption and high-fidelity performance are features of these 500 and 1000-watt transmitters. Ideal for remote control, with all provisions designed-in. Color has been added, and now these units are available with red, green, blue, or gray doors to enhance any installation.

REMOTE CONTROL EQUIPMENT—RCA Remote Control Equipment provides facilities to switch program lines, adjust plate or filament voltage, operate a line variac control on emergency transmitter, control Conelrad switching, operate power contactors and reset manual overload breakers, from any desired control point, regardless of transmitter design or power.

RCA AM transmitters

SINCE 1929 RCA broadcast transmitters have been widely acknowledged as *the* best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can "afford" one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford *not* to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two *facts:*

1. RCA transmitters are generally less expensive to operate. This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. RCA transmitters almost always have higher resale value. This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest *AM Specialist* (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!



Typical AM Tower

See Your Nearest RCA Broadcast Sales Representative

ATLANTA 3, GA.
1121 Rhodes-Haverty Bldg.
Jackson 4-7703

BOSTON 16, MASS.
200 Berkeley St., Hubbard 2-1700

CAMDEN 2, N. J.
Front & Cooper Streets
Woodlawn 3-8000

CHICAGO 54, ILL.
1186 Merchandise Mart Plaza
Delaware 7-0700

CLEVELAND 15, OHIO
1600 Keith Bldg., Cherry 1-3450

DALLAS 35, TEXAS
7901 Empire Freeway
Fleetwood 2-3911

HOLLYWOOD 28, CALIF.
1560 N. Vine St., Hollywood 9-2154

KANSAS CITY 6, MO.
1006 Grand Ave., Harrison 1-6480

NEW YORK 20, N. Y.
36 W. 49th Street, Judson 6-3800

SAN FRANCISCO 2, CALIF.
420 Taylor Street, Ordway 3-8027

SEATTLE 4, WASH.
2250 First Ave., South, Main 2-8350

WASHINGTON 6, D. C.
1625 K Street, N. W., District 7-1260

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

(Cont'd from p. 11)

the firm is currently advertising in six markets throughout the country. These are Oklahoma City, Atlanta, Memphis, Syracuse, Seattle and Birmingham. Ten-second spots are scheduled throughout the day for several weeks. Frequency is fairly heavy. If results are satisfying, there's a possibility that other markets will be tapped. Donald Proctor is the timebuyer.

Lanvin Parfums Inc.

Agency: *Cohen, Dowd & Aleshire Inc., New York*

Product: LANVIN PERFUME

In a move which may have significance in reference to future radio plans, a test campaign on two San Francisco stations is now underway. Scheduled for a four-week run, the schedule calls for the use of 20 to 30 spots a week. The announcements are divided between 20-second, 30-second and one-minute lengths. Les Blumenthal is the account executive; Walter Reed is the timebuyer.

Thomas J. Lipton Inc.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: LIPTON TEA

A southern exposure for this product is brewing up interest in hot and iced tea *both*, as a winter beverage. An aerial campaign now underway will run for 17 weeks in 15 markets, covering Louisiana, Alabama, Mississippi and Florida. From 20 to 75 minutes and 20's are being used per market in time periods between 6:30 a.m. and 6:30 p.m. Bob Anderson is timebuyer.

Liggett & Myers Tobacco Co.

Agency: *McCann-Erickson Inc., New York*

Product: DUKE CIGARETTES

Now at full strength, Duke's radio campaign has expanded to another 30 markets to bring its total roster to 75 markets. Since the product launched its sound barrage in September, it has been adding 10 to 12 additional markets per week on the average. Schedules continue for four weeks in each market, using minutes primarily, as well as 20's and ID's. Gini Conway is timebuyer. In addition to Duke cigarettes' use of spot radio, most tobacco brands are currently using radio heavily.



John Morrell & Co.

Agency: *John W. Shaw Advertising Inc., Chicago*

Product: RED HEART DOG FOOD

Fido will be given a thorough airing with a heavy national spot campaign which will run through October 1960. A total of 50 markets will be the targets of the program, with approximately 62 stations carrying the messages. Utilizing musical jingles, the announcements are in one-minute and 10-second lengths. Schedules call for 15 spots a week in some markets, and 25 weekly exposures in heavier markets. June Nelson is timebuyer.

Motion Picture Association of America

Product: MOTION PICTURES

Riding the wave of optimism brought on by increased box office action, the motion picture industry expects to spend more than $70 million on advertising and promotion budgets during 1960. Linked to moviemakers' increased use of radio in 1959, it is expected that radio will be given serious consideration when specific picture budgets are formalized.

The Nestlé Co., Inc.

Agency: *William Esty Inc., New York*

Product: NESCAFÉ

Set to sell a lot of coffee, the firm has purchased time in 100 markets throughout the country, using 20- and 60-second spots. Length of the campaign is tentative, possibly from two to four months. Frequency ranges from 20 to 120 times a week. About 40 markets are set for a heavy schedule of weekly spots; 60 markets will not be continuous, but will be run in flights. Timebuyer is Phil McGibbons.

Richfield Oil Corp.

Agency: *Hixson & Jorgensen Inc., Los Angeles*

Product: RICHFIELD OIL

For the 28th year, Richfield Oil will present its news program, the *Richfield Reporter,* beginning in January. The show will be heard on about 30 stations of the CBS Radio Pacific Network.

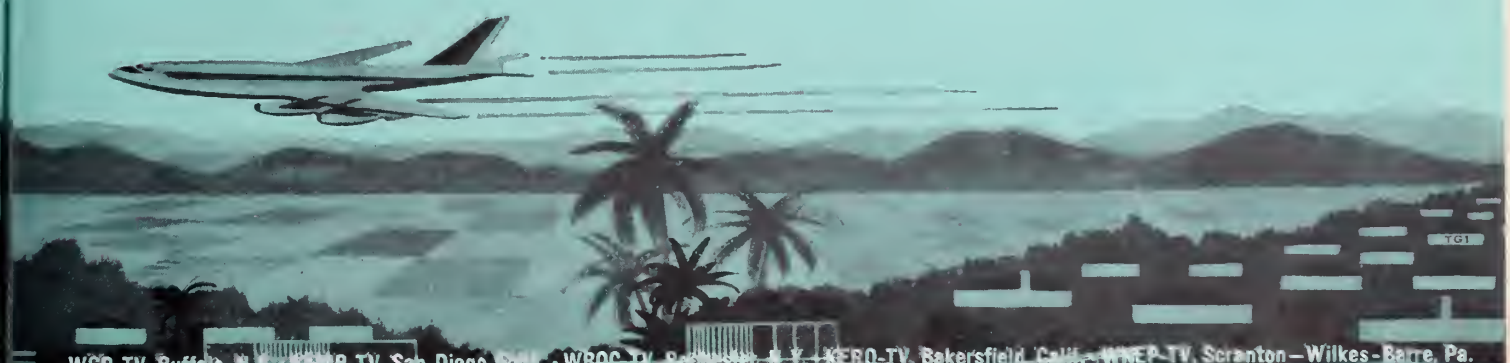
(Cont'd on p. 16)

A DIRECT BUY LINE for your product or service in one of America's fastest growing markets, KFMB Radio is one sure way to move ahead in San Diego.

In America's 19th market, people are working, playing and buying at breakneck speed. And KFMB reflects their healthy, vibrant sounds.

Your Petry radio man can tell you more about the KFMB sound and how you can get a direct buy line to the biggest radio audiences in the better part of Southern California.

CBS • 540 KC • SAN DIEGO



WGR-TV, Buffalo, N.Y. · KFMB-TV, San Diego, Calif. · WROC-TV, Rochester, N.Y. · KERO-TV, Bakersfield, Calif. · WNEP-TV, Scranton—Wilkes-Barre, Pa.

WGR-AM, Buffalo, N.Y. · KFMB-AM, San Diego, Calif. · WROC-AM, Rochester, N.Y.



. . . maturity

a state of judgement, an approach . . .
an attitude of confidence
in reasoning power.
based on experience.
Maturity . . . a
stage of dependability,
reliable as to its claims . . .
consistent in its delivery.

FAMILY BARTELL RADIO

BARTELL FAMILY RADIO
six stations in
six major cities . . .
consistent . . .
mature.



time buys

(Cont'd from p. 15)

Red L Foods Corp.

Agency: *Smith/Greenland Co., New York*

Product: RED L

On the heels of its recent successful radio run, the firm is making spring plans for radio. Nothing definite as yet, but use of radio in certain markets is very likely. Les Towne is timebuyer. This agency, which specializes in food accounts, has pioneered in effective ways to use radio for these clients (see *Can Food Advertisers Use Radio Diet?* September 1959). One innovation that has worked for Smith/Greenland is concentrating all the week's announcements on Thursday—in this way implanting the brand label for end-of-the-week shopping. Among the agency's biggest radio users are Roman Pizza, Milady's Blintzes and Seabrook Vegetables.

Standard Security Life Insurance Co.

Agency: *Mogul, Williams & Saylor Inc., New York*

The policy of this newly established company is to sell in a direct-to-the-customer manner. During the next six months this is expected to entail a growing volume of radio, following up on a test currently being run in New York City and already projected for state coverage. At present the advertising is primarily direct mail. Total test budget is $250,000. Joyce Peters is timebuyer.

Tetley Tea Co.

Agency: *Ogilvy, Benson & Mather Inc., New York*

Product: TEA

Raising its cup to the new year, the tea-taster company has put the kettle on for a 13-week radio schedule to start the first week in January in about 75 markets. Frequencies of minutes and ID's will vary according to the market, ranging from 15 to 80 announcements a week. Arthur Topol is timebuyer. • • •

washington



What Started as a Snowball Has Turned Into an Avalanche

The tidal wave of accusations and incriminations, set in motion by the Harris subcommittee's quiz show investigations, is fast spilling over into all facets of radio and television programming and commercial practices. Chief fear expressed in industry circles is that the current situation may bring about the passage of legislation which will place radio in a tight girdle of censorship and control. Proof that these fears are based on a premise sturdier than mere conjecture is the public hearings and activities by the Federal Communications Commission.

FCC officials state that "the commission is reviewing the extent of its authority, in the light of the censorship prohibitions in the Communications Act and court decisions reversing its attempts to regulate certain types of programs, including lotteries and give-away programs, to determine what action, if any, it can or should take, or whether it should recommend remedial legislation to Congress."

Programming and Advertising Get Their Pulses Taken

In outlining the areas which will be floodlighted by the probe, the commission reports that it will "determine the policies, practices, mechanics and surveillance by networks, stations and others in the acquisition, ownership, production, distribution, selection, sale and licensing of programs . . . also the selection, presentation and supervision of broadcast advertising material."

By next January 4, all stations are expected to return answers to a special FCC questionnaire relating to the area of payola. The two-part inquiry is seeking to determine: (1) If stations have accepted anything resembling payola and (2) if any internal controls have been established that provide information concerning remuneration, other than that paid by the station, to individuals "in connection with participation in the preparation and presentation of programs" broadcast by the station.

Another important phase of the study is a close look into the need for any tightening of the commission's procedures to check on the performance of its broadcast licensees in programming and advertising. Perhaps the most ominous aspect of the probe is the study to see if the "commission's authority under the Communications Act of 1934 . . . is adequate."

Question: Has the FCC Authority to Take Action?

There appear to be differences of opinion in broadcasting and government quarters as to whether or not the commission has the authority or power to pass upon such practices as unauthorized mention of products, payola among others, on network shows. Under the present set-up, the FCC only licenses individual stations.

The networks and stations themselves have been taking steps to "clean house," prior to the FCC hearings. Most of the emphasis has been concentrated on disc jockeys and the programming of popular music shows. Heavy press coverage has been given to payola, and the influence exerted by record companies, publishers and distributors.

(Cont'd on p. 18)

Look what K-NUZ is getting for Christmas



A brand-new home for Houston's Top-Rated Radio Station... the Southwest's Newest, Most Modern Radio Facilities!

MUSIC! NEWS! EQUIPMENT AND FACILITIES!
... KNUZ is the Pacesetter for Houston.

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
THE KATZ AGENCY, INC.
• NEW YORK • ST. LOUIS
• CHICAGO • SAN FRANCISCO
• DETROIT • LOS ANGELES
• ATLANTA • DALLAS

IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

The American Broadcasting Co. has ordered its disc jockeys to "divest themselves of all interests in the recording, music publishing and allied fields." The National Broadcasting Co. was one of the first to report the setting up of a special internal body to police network activities. Columbia Broadcasting System has been giving serious, top-level consideration to the "magazine" concept of programming.

Payola Seen as Playing Declining Role in Radio

Many disc jockeys and record people are saying that the payola situation is much less a factor today than it was six or seven years ago. A leading record company executive explains that with the advent of "Top 40" programming, the disc jockey no longer has retained control over what he plays on the air. His ability to "make a hit," therefore, has become limited.

Another agency which is putting the broadcasting industry on the examining table is the Federal Trade Commission. The FTC is specifically interested in determining whether there has been an "abuse of the public confidence by the false advertising claims made over the airways."

Justice Department Plays Its Role in Federal Quiz

FTC Chairman Earl Kintner is actively working with industry leaders, the FCC and the Justice Department in evolving a plan which will permanently iron out the wrinkles now showing in the broadcasting pictures. The Justice Department has been brought in on the orders of President Eisenhower. Its objective is to ascertain the need for any new laws in order to prevent a recurrence of the existing problems.

Capitol observers are divided in their opinions on the end results of the current investigation. However, the job of keeping its affairs completely within the jurisdiction of the broadcast industry will depend, in large part, on how well radio leaders present their case to Government officials. • • •

the *Silver Mike*





THIS MONTH:

R. DAVID KIMBLE

Senior Account Executive
Grey Advertising Inc., New York

Goodwill Ambassador For Sound Medium

Radio, as is the case in every other industry, can always make use of the services of a goodwill ambassador. This mantle falls easily on the shoulders of Dave Kimble, senior account executive at Grey Advertising Inc., New York. Mr. Kimble is an active and effective spokesman for radio both inside and outside the industry.

A typical example of Mr. Kimble's approach to a job is his efforts this fall as chairman of the Time Buying & Selling Seminar of the Radio & Television Executives Society of New York. Having lined up a roster of speakers who represent some of the freshest and most imaginative thinking in the industry, Mr. Kimble is helping to generate interest in the aural medium.

Still another facet of Mr. Kimble's intense interest in all phases of industry growth is fm radio. He believes that fm is "a real sleeper medium, just about ready to wake up and go places." Mr. Kimble insists that "there is a fine art to 'narrowcasting'—as opposed to am broadcasting—and the fm broadcasters successful in this art will cash in on the new trend in advertising to aim more and more specifically for particular—and buying—audiences."

He is convinced that fm presents two distinct opportunities for advertisers:

For the seller of luxury products, and for the seller of any new product, since fm listeners are the "trend-setters."

Mr. Kimble got his start as a promotion writer for NBC in Chicago 13 years ago. After four years at that post, he switched to CBS as promotion manager for WBBM Chicago. In 1952, Mr. Kimble headed for New York, and became the national promotion director for the Radio Advertising Bureau. He remained with RAB until 1956, and then moved on to become an associate account executive at Grey.

Business Development

In addition to directing the NBC advertising and promotion programs at Grey, Mr. Kimble is also secretary of the Grey Business Development Committee.

A graduate of Knox College, Mr. Kimble also attended the Chicago Theological Seminary at the University of Chicago. He is married, and lives in Crestwood, N. Y. He and Mrs. Kimble, who prior to her marriage was promotion manager for WIND Chicago, are the parents of five children. • • •

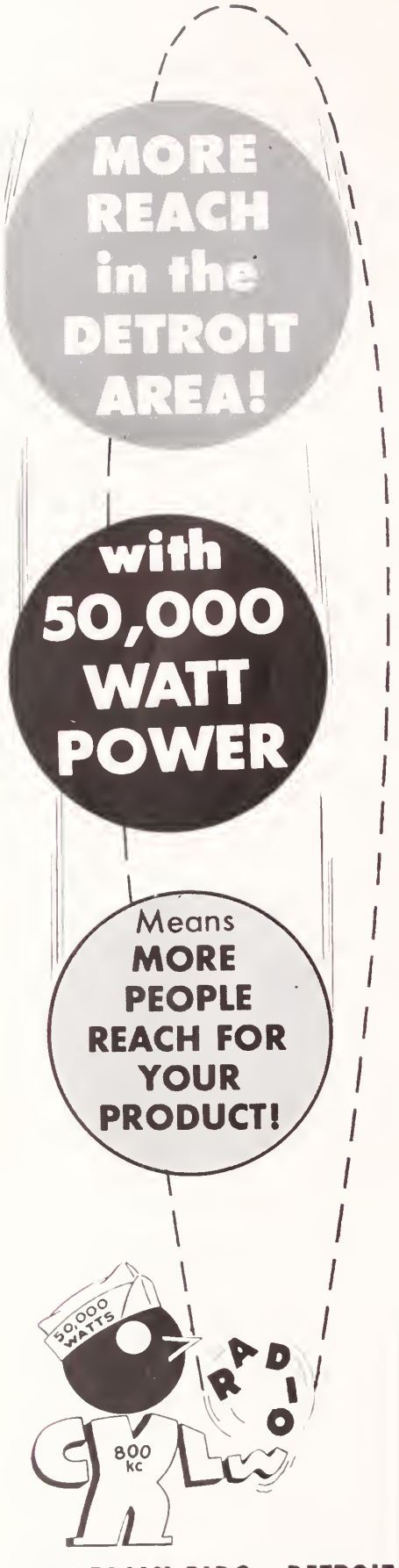


WITH THE
Inter Mountain Network

PRODUCT-MEDIA-AGENCY
THE IDEAL COMBINATION
•
A Great Advertising Agency
William Esty Co.
Buys A Great Advertising Medium
(INTERMOUNTAIN NETWORK)
To Sell 2 Great Products
PACQUIN'S SILK N' SATIN and BEN-GAY
for
Thomas Leeming Co.



YOU too will get the GREATEST SALES results when you use —
Intermountain Network
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man



LETTERS TO THE EDITOR

For the Record

We are attempting to bring our marketing files completely up-to-date on the subject of the Negro market.

In order to make sure that we haven't missed anything of importance, we would appreciate it greatly if you would be good enough to send us two sets of photostats or prints on everything you have published in this area.

W. M. Holden
Vice President
Noble-Dury & Associotes
Noshville, Tenn.

Second Helping

A few months ago you featured an article on fm (*Will the Cash Register Ring for FM?* July 1959). I saved the magazine in order to have the article handy; but, somehow or other, the issue got away from me.

I would appreciate it very much if you would send me an extra copy.

Robert B. McConnell
Vice President & General Monoger
WISH Indionopolis, Ind.

Canadian Postage

Through the public relations office of our Canadian Association of Broadcasters, we learned that you had an article entitled *The Change Down on the Farm,* June 1959.

We are a farm station, and I would be most happy if we could obtain a copy of this article.

Dennis Barkman
Monager
CFAM Altoono, Manitoba, Con.

Enthusiastic

The facts in (the October 1959 issue) are worth a full year's subscription . . . Please put my name on your subscription list and send U. S. RADIO to my home. We get a copy at the station, but I want one at home. Put me in for two years.

I would appreciate it if you would let me know . . . what reprints of *Housewives Listen, Too* and *Ladies' Day Fare* cost in various quantities. We can use both to very good advantage.

L. R. Breneman
Locol Soles Manoger
WHER Memphis, Tenn.

Small Agency Salute

Naturally, I am very grateful to U. S. RADIO for awarding me November's Silver Mike.

More important than the personal gratification, however, is the fact that you have recognized the efforts of what we in the trade generally refer to as a "smaller agency." This to my mind is highly significant for there are many small agencies daily performing in an efficient, creative and competent manner, and obtaining outstanding results for their clients. This fact is all too often overlooked in the normal sense of excitement generated by the big shops.

Joe Gans
President
Joe Gons & Co.
New York, N. Y.

Information, Please

Has anything on the change in Negro radio (November 1958) been done by your publication for the current year? (See Negro radio supplement, this issue.) Will you please send me a copy of the issue in which this material appears?

As a Negro with practical experience in radio, I am interested in ways in which this medium can be better used to serve the needs of its specialized audiences.

Thelma T. Gorham
School of Journolism
University of Minnesoto
Minneopolis, Minn.

What a whale of a difference a couple of years make . . . Now you have a solidly established, well-respected—and widely read—book. You should all be proud.

Maurie Webster
Vice President & Generol Monager
KCBS Son Froncisco

Would you please send us a reprint of the article *Radio: The Way to a Food Shopper's Heart,* January 1959.

Karl G. Manhardt
Ellis Advertising Co.
Buffolo, N. Y.

For buyers and sellers of radio advertising

U.S. RADIO

Negro Radio Supplement

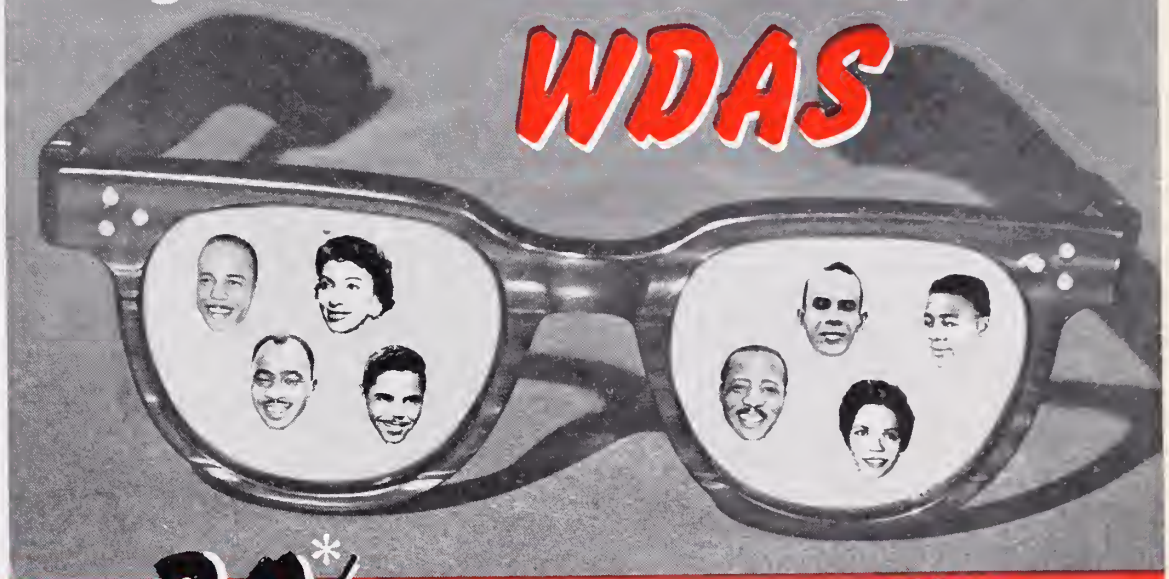
SECOND ANNUAL SUPPLEMENT

Negro Radio

DECEMBER 1959

the only way to reach the total Negro market in Philadelphia is

WDAS



THE 20/20* PERSONALITY** STATION***

* Negro population . . . 20% of huge Delaware Valley Market!
** WDAS-AM . . . 20 times more power than nearest competition!
*** 20-plus hours daily Negro Programming . . . 10 top personalities!

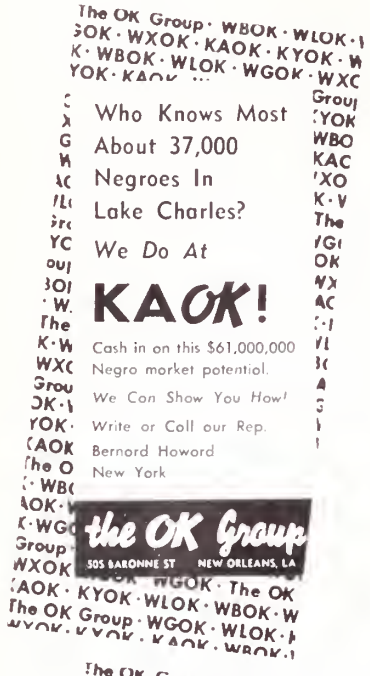
Since the advent of Negro Radio as a major force in modern broadcasting, WDAS has been Philadelphia's top Negro station. ***The Negro market served by WDAS is now over 650,000, and constitutes the most rapidly growing population segment in the Delaware Valley. ***WDAS is *first* in ALL Negro rating services (Pulse, Trendex, Hooper) ***In Philadelphia, only WDAS offers *and delivers* TOTAL MERCHANDISING . . . real service, not just lip service.

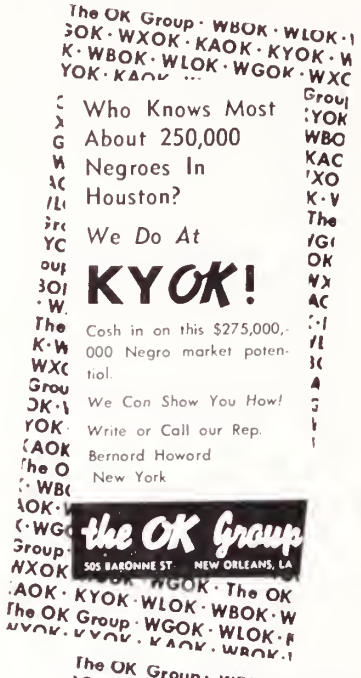
For complete details contact
BERNARD HOWARD CO.
20 E. 46th Street
New York 17, N. Y.
Chicago • San Francisco
Los Angeles • Atlanta

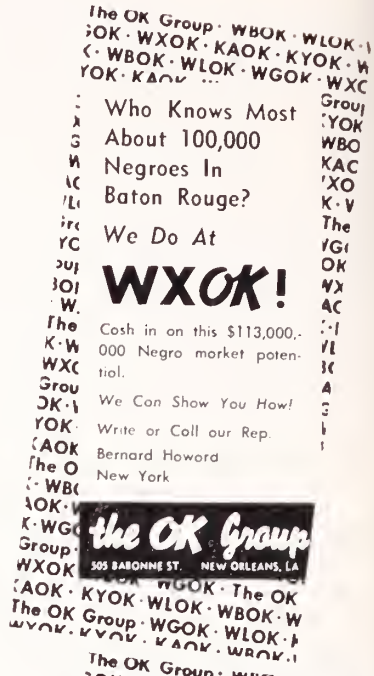
WDAS

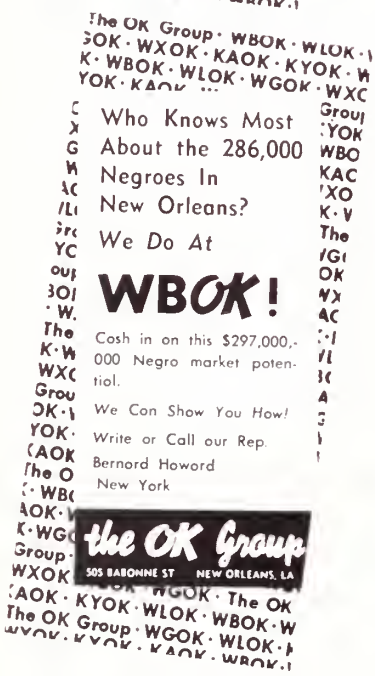
PHILA.'S POWER NEGRO STATION NOW 5,000 WATTS

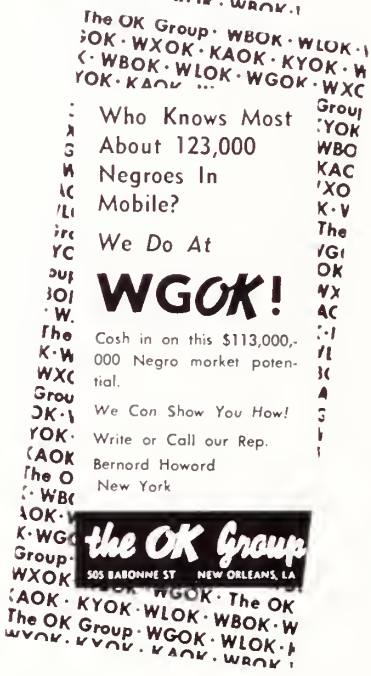
negro motimagicians!

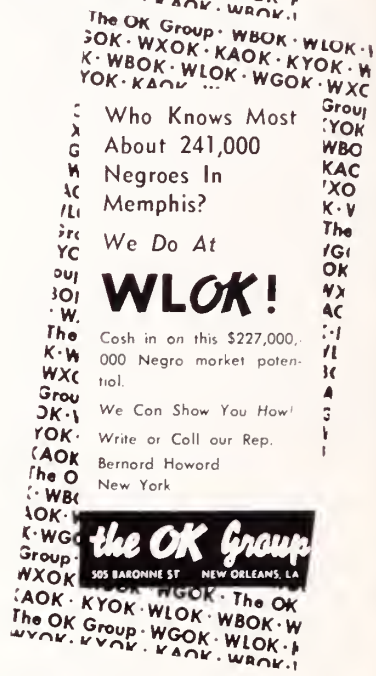












Nobody . . . . . but Nobody has more facts on Negro motivation and the magic formula for sales to Negroes than **the OK Group**

REPS. BERNARD HOWARD & CO.

Buy the

GEORGIA NEGRO GROUP

Key Metropolitan Markets*

SAVANNAH · COLUMBUS · MACON
WSOK WCLS WIBB

**And earn a combination discount:*
5% allowed for purchase of 2 stations — 10% allowed for purchase of all 3

40% 38% 43%

OF METRO AREA

or 74,000 of 185,000 people is the Negro market in booming Chatham County (U. S. Census Bureau). To reach this group turn to WSOK, the only Negro air-staffed, Negro-beamed station in Savannah. In less than a year of broadcasting, well over 300 accounts have chosen WSOK to sell their products. Why don't you?

1230 K. C. 250 Watts
Full time service

OF METRO AREA

is Negro population in Columbus, nation's 9th heaviest metropolitan Negro concentration. (SPONSOR) WCLS, Columbus' only all-Negro station with all Negro personalities, has high Pulse rating of 52%, mornings and 50% afternoons, Monday through Friday. Get low cost per listener with quick response for sales, sales, sales.

1000 Watts 1580 K. C.
Clear Channel

OF METRO AREA

is Negro population in the Macon area and WIBB is in its 12th year of Negro programming in this thriving Southern city with 1000 watts and a good signal to reach all middle Georgia towns. WIBB originated Negro programming in Macon over ten years ago and has top-rated Negro personalities. Buy WIBB for top sales in Macon.

1000 Watts 1280 K. C.

All Stations represented by: Dora-Clayton Agency, Inc., Southeast
Bernard Howard and Company, Inc. Nationally

Negro Radio Zeroes In

U. S. Radio survey of Negro stations shows upswing in business and acceptance. Stepped-up research efforts are urged as stations press for greater national use

Negro radio has reached this level of maturity: Its concept has gained the degree of advertiser acceptance that it can no longer be sold solely on an emotional basis. Although business is good, it must provide the research and documentation to woo new advertisers into the field, especially national clients.

Like other media, and certainly its brothers in the radio business, specialized Negro radio must provide the answers that national agencies and advertisers are seeking.

These answers take many forms. In the way of research, there are new concepts like motivational research and attitude studies; there are traditional techniques like listening habits, market research and success stories.

In another direction, agencies want to be shown how Negro-appeal stations are reaching and holding this audience, compared with general-appeal stations. This takes the form of the why's and how's of effective programming, and especially community relations and news.

According to responses to a U. S. RADIO survey, stations that are serving the more than 18 million American Negroes are doing well.

The *average* station that programs 100 percent of the time to the Negro audience has 71.25 percent of its time sold this year compared with 64.19 percent a year ago, replies indicate. The average number of national accounts has jumped to 31 this year compared with 26 a year ago. (Survey includes stations that range from those with little business to those that have most of their time sold out.)

The questionnaire survey shows that the *average* station that programs between 50 and 99 percent of the time to the Negro audience is 75 percent sold out this year compared with 68 percent last year. The average number of national customers is 24 compared with 21 last year.

The *average* station that programs less than 50 percent of its time to the Negro population has this programming 48 percent sold out this year compared with 42 percent last year. The number of national accounts averages 13 compared with 10 a year ago.

- **According to survey replies, the average fulltime Negro station has:**

  71.25 percent of available time sold this year compared with 64.19 percent a year ago. Average number of national accounts is 31 compared with 26 a year ago.

- **Average station that programs to Negro audience between 50 and 99 percent of the time:**

  75 percent of time sold this year compared with 68 percent a year ago. National accounts have jumped to 24 from 21.

- **Average station that programs less than 50 percent of time to Negro audience:**

  48 percent of Negro time is sold compared with 42 percent last year. National clients are up to 13 this year, from 10 a year ago.

On National Advertising



As with most radio, the major portion of the Negro station's business is local. National business, however, as can be seen by the foregoing statistics, is on the upswing.

But the national client wants to know more about this specialized medium.

Illustrating the growing importance at the national level of Negro radio—and Negro media in general—is this view by Clarence Holte, marketing supervisor, ethnic groups, BBDO Inc., New York.

"Negro media within the last 15 years have become big business. The field is now a diversified one with the success of radio and magazines which have carved out their respective audiences. Unlike the situations before World War II, when commercial communications with Negro audiences exclusively was limited to readers of Negro newspapers, it is now possible to communicate with these consumers in every economic, social and cultural level through proper selection and combination of media."

"Negro radio is a local selling force that is unique," says Tom Sims, Mr. Holte's assistant.

"It is reaching a selected segment of the population. An advertiser must keep in mind his sales goals and ask himself whether or not his ultimate volume would not be greater if he employed this specialized medium.

"However, independent research is needed," he continues. "Among other things, this research should show to what extent Negro radio has the coverage and penetration to reach this market when compared with the general appeal stations.

"A direct Negro medium has greater impact. The personal selling of radio, of course, is a strong force. The great advantages of Negro radio are in the personality and the exploitation of that personality. Also, this medium speaks in the same idiom that its listeners do. The special programming, community relations and merchandising are all factors that weigh in favor of Negro radio."

On the subject of programming, Mr. Sims has this word: "Let's not forget that, percentagewise, the largest group of Negroes are still in the lower income categories. The middle and upper income levels, although growing, represent very small minorities.

"Negro radio programming is designed to reach the biggest segment of this total specialized audience."

He advises stations, however, that in their programming and other activities they "parallel the growth of the Negro market as to improvements in education, tastes, income levels and social position."

As Negro radio presses for greater employment by national users, it has started to gather the necessary facts, and distribute them to offices on Ad Rows.

This past year, particularly, has seen some of the more solid efforts in documenting and establishing Negro radio's reason for being.

An example is the motivational study on the differences in consumer buying habits of Negro shoppers. It was conducted by Dr. Henry A. Bullock of Texas Southern University and contributed to by the OK Group of six Negro stations. Another study along these lines is one done by the Urban Life Institute of Tulane University, New Orleans.

The complete manuscripts of these projects will not be released until late 1960, but Jules Paglin, president of the OK Group, has had access to the studies and has been making presentations to agencies and advertisers across the country on the economic and social motivations of the American Negro.

In a report to U. S. RADIO, Mr. Paglin outlines some of the broad findings of the surveys. For a variety of reasons, he declares, the Negro family is traditionally influenced by the

(*Supplement p. 3*)



Personalities of KGFJ Hollywood turn out for Negro Shriners' convention. Miss Bronze California, Mittie Lawrence, lends her support.



Tommy Gibbs (l), president, Weirton Records, Ann Arbor, Mich., and Fred Barr, WWRL New York, present recording contract to director of Mt. Zion Male Chorus, one of the winners in the station's Negro gospel singing contest.



E. Rodney Jones of KXLW St. Louis gives off-air as well as on-air support for advertisers.

maternal side.

"This matriarchal domination of the mother and grandmother in the Negro family is a basic pattern that has great influence upon the lives of the whole people and their consumer buying.

"In the purchase of food, drugs, household furniture and appliances, and most clothing, this matriarchal domination is an important factor in the sale of goods," Mr. Paglin continues.

This influence on the Negro family, he states, has prompted his stations to present female spiritual personality programs.

"Programming to the Negro matriarch is more than just the preferred music. It also includes an intensive study of the copy angles and approaches. An understanding of the language and idioms of the Negroes in each market—their buying words and phrases and their buying habits are all part of this intensive study that has been going on."

Mr. Paglin further declares that, "Buying traffic times may not be the best times for reaching these women for your products." He suggests that the best times to sell food and drug items to these buyers are when they are not doing other things.

On the subject of medicinal products, Mr. Paglin states, "Since the



An example of the many merchandising displays located at food stores used by WDAS Philadelphia as part of its support for regular advertisers.

Dr. Haley Bell (r), owner of WCHB Inkster, Mich., receives a key to the city of Detroit from city councilman William Patrick Jr. Award was for WCHB's effort to raise funds for the Clinton, Tenn., high school fund. Station broadcast all day from a local church.



grandmother exercises such an important force in the Negro family, it has been noted that she is in many cases the total family advisor on health. Negroes generally have a great concern for their health and this may have come about because of the relatively little medical facility available to them. Thus, Negroes spend but 3.7 percent of their annual incomes on medical care against 5.3 percent for the whites. These people, therefore, are the most self-medicated people in the country generally."

The final two points on buying habits Mr. Paglin makes are that the Negro has loyalty to brands that he comes to rely upon, and that he is inclined to buy quality products. "The Negro man's preference for Stetson hats and Florsheim shoes is not one of emulation, but rather a preference created in the knowledge that these products last longer."

One of the main reasons for the growing success of Negro radio is that it is the only medium that offers him identification by having advertising messages delivered by a member of his own race. This point is made clear by Dr. Bullock, whose study encompasses 150 Negro and 50 white families in Houston. The average Negro, if he had $25,000 to spend on advertising, would put the major share—43 percent or $10,830—in radio, the study shows.

The basic requirement that agencies expect of Negro radio research is that it be conducted by an independent party, BBDO's Mr. Sims declares. To that end, there are many acceptable sources—independent research firms (in addition to Pulse and Hooper who do special listening surveys), colleges and schools, and marketing and research consultants.

An example of a research project by an independent firm is one conducted for KSAN San Francisco by Far West Surveys. The study covers both market and media research of the Bay Area's Negro consumers. It includes the familiar brand preference studies of food, beverages, household products, toiletries, cars and appliances, among others. It covers statistical data on the Negro family, including such facts as family income (38.4 percent earn between $300 and $400 a month), occupations (24.2 percent are skilled labor) and type of residence (41.3 percent own a home).

The KSAN-Far West Surveys study probes the pattern of radio listening. It finds that 51.3 percent of those surveyed listen to radio one to three hours a day; another 21 percent listen between four and six hours a day. Far West interviewed 584 Negro consumers (440 women and 144 men).

College conducted surveys can also provide the needed documentation. Two similar surveys illustrate what can be done. One is a survey of Little Rock, Ark., by Philander Smith College, submitted by KOKY Little Rock; the other is a study of Jackson, Miss., by Jackson State College, submitted by WOKJ Jackson. Both stations are part of the John McLendon Ebony Group.

The Little Rock study shows that of 600 Negro families interviewed, 52.3 percent have incomes of $4,000 or more. As for employment, 91.8 percent are working; 83.8 percent on a fulltime basis. Brand preferences by various categories are comprehensively covered. On the subject of media, Philander Smith College finds that 88.5 percent of the families are radio listeners, compared with 81.8 percent who are newspaper subscribers and 39.5 percent who attend movies.

The Jackson, Miss., study (copyrighted in 1958) covers the same basic areas. It confirms the pattern of Negro economics and listening habits, but at the same time shows the specific differences that vary by markets.

Of the 600 Jackson Negro families interviewed, 95 percent are employed; 80.2 percent on a fulltime basis. Media habits show the loyalty to radio—90 percent of those surveyed are radio listeners, 77 percent



Jules Paglin (r), president of the OK Group, and Stanley Ray, vice president, examine Negro motivation study by Dr. H. A. Bullock. Survey was shown to agencies across the country.

First annual WEBB Baltimore, Md., scholarship, worth $250 and an opportunity to learn radio at the station, is presented to Morgan State College student James Spriggs by Leon Back, president of WEBB. Present are college faculty and the following station executives: Samuel Feldman (second from l), executive vice president; Wiley Daniels Jr., (second from r), program director, and Claude 'Buddy' Young (r), assistant general manager. Station is active in local affairs.



are newspaper subscribers and 32 percent are movie attenders.

Independent market research consultants also are helping Negro radio stations turn up the necessary data for agencies.

One illustration is a market study of Gary, Ind., conducted for WWCA by Samuel Fitzsimmons, research specialist. Source for almost all the figures is the U. S. Department of Commerce, Bureau of the Census. In this case, Mr. Fitzsimmons has taken the Census information, has ferreted out the appropriate data and has prepared charts and graphs to illustrate the local Negro story. For example, the study shows that in 1920 the Gary Negro market represented 9.6 percent of the total population compared with 36.1 percent in 1956. Among other Gary market data that is illustrated in chart and graph form are median school years completed by persons 25 years and over, distribution of income for Negroes over 14 years of age and the Negro labor force for 1950 and 1956.

Community Acceptance

There is basically one thing that gives Negro radio its separate identity—and that is community acceptance.

This is achieved through programming to special tastes, according to income, educational levels and cultural values. Just as important is the community service activity by Negro stations and their news coverage.

Community service activity takes many forms. One that has gained approval of the Federal Government is a business clinic for Negro citizens established by WGIV Charlotte, N. C., in cooperation with the U. S. Small Business Administration. First in 1958 and again in 1959, WGIV sent its department heads to act as instructors for these six-week courses, held at Carver College.

The clinics use study materials of the SBA. Topics covered include such things as human relations for small business owners, attracting customers to a small store, personal selling, advertising, among others.

Another activity focusing attention on Negro purchasing power is the forthcoming annual commercial exposition sponsored by WDIA Memphis. To be held at the Memphis Municipal Auditorium next February 18 to 21, the exposition will serve to highlight the consumer power of Negroes in the mid-south area. Among the product categories that will be exhibited at this "Family Fair" are food, drug, home and auto.

In the area of public service, WEBB Baltimore, Md., continues to have success with its Buddy Young's Safety Buddy Club aimed chiefly at protecting the moppets from automobile accidents. Membership cards, buttons and safety guides are all part of the activity. Also this year for the first time, the station instituted a scholarship award of $250 and an opportunity to learn all phases of radio broadcasting at WEBB. A student at Morgan State College won the first annual prize.

A description of how program-



Bill Powell (r) of WAMO Pittsburgh receives a certificate of merit for his youth work at 'Hill City,' a local organization for the young.

WMOZ

1000 watts at 960 KW
Nondirectional
FIRST NEGRO STATION IN MARKET

FIRST

Top Ratings in Pulse for past five years. First in merchandising and promotion assistance.

MOBILE, ALA.

Negro Population 248,800
Negro Retail Sales $169,570,000
Within 0.5 mv Contour

National Representative BOB DORE & ASSOC.
Southeast Representative DORA-CLAYTON



The WDIA Memphis float in the 1959 Cotton Makers Jubilee features the station's Little League baseball team. In 1959, station reports it outfitted 100 Negro teams.

28 (*Supplement p. 6*)



Miss Ineva May, voted 'Teacher of the Year' in a contest by WOKJ Jackson, Miss., views 39,630 postcards that elected her the winner.

ming is tied into establishing acceptance with the Negro community is supplied by KGFJ Los Angeles:

"Programming for the Negro audience is not merely a matter of broadcasting rock and roll music emceed by a Negro personality, but rather planned programming appeal encompassing all phases of life of the Negro group. Because social life for this group has limitations, the church, the club and the fraternity are relatively much more important to the Negro than to any other segment.

"Therefore, community service is directed to the Negro community—announcements are made gratis for social clubs, benefits, churches and charity functions."

In news coverage, too, the emphasis is not only on local Negro affairs, but also national, entertainment and sports news of Negro interest.

One example of the way news is handled is explained by WDAS Philadelphia: "Our newscasts are



Sidewalk Interviews has been a regular feature of WHAT Philadelphia since 1954. The taped broadcasts are aired twice daily by station.

DETROIT'S 143,000 NEGRO FAMILIES

EARNING AN AVERAGE OF

$5,800 ANNUALLY

PREFER

WCHB

BECAUSE OF:

- Race Pride in WCHB's Negro Ownership
- 100% Negro programming
- Local Negro News and AP Wire Service
- Full Coverage of All Negro Projects
- Top Radio Personalities:

George White

The only exclusive modern jazz disc jockey in this part of the country. George White knows the music, knows the artist and is a musician himself. Ratings are high!

Joe Howard

A sure fire hit with listeners and a proven salesman, Joe Howard sparks his shows with witty chatter, good Rhythm and Blues music and his own special brand of individualism.

Larry Dixon

"The Velvet Voice—the people's choice," Larry Dixon brings personality plus to his shows. Larry answers requests and is without a doubt the teenager's favorite in Detroitland.

Milt Nixon

Milt's selection of gospel, spiritual recordings, special features and sincere delivery all build a large, receptive and loyal audience for his religious programs.

Trudy Haynes

Charming and personable Trudy Haynes' "Teenie Weenie Show" is the most popular kiddie show in the area. She also has a blue ribbon homemakers' program.

Doug Lacy

Sunday afternoons are made pleasant for WCHB's many listeners through Doug Lacy's adept handling of the relaxing "Music for Sunday" show.

WCHB
(Established 1955)

Independent Negro

Bell Broadcasting Company, 32790 Henry Ruff Rd., Inkster, Mich. Crestwood 8-1440.

PERSONNEL
President—Dr. Haley Bell
Vice-Pres. & Sec'y—Dr. Wendell F. Cox.
General Manager—Frank M. Seymour
Program Director—George E. White.

REPRESENTATIVES
Bob Dore Associates
Dora-Clayton Agency (South)

FACILITIES
1,000 w.; 1440 kc. days. Directional.
Operating schedule: 5:00 a.m. to local sunset EST
Transmitter: Inkster, Mich.

TIME RATES
Rates effective March 15, 1958

Gen'l Rates	1 hr.	1/2 hr	1/4 hr	5 min.	1 min
520 times	142.00	87.00	58.00	29.00	13.00
312 times	155.00	93.00	62.00	31.00	14.00
260 times	163.00	98.00	66.00	33.00	15.00
156 times	171.00	103.00	69.00	35.00	16.00
104 times	179.00	108.00	72.00	36.00	17.00
52 times	187.00	112.00	75.00	38.00	18.00
26 times	195.00	116.00	78.00	39.00	19.00
13 times	203.00	122.00	81.00	41.00	20.00
1 time	210.00	126.00	84.00	43.00	21.00

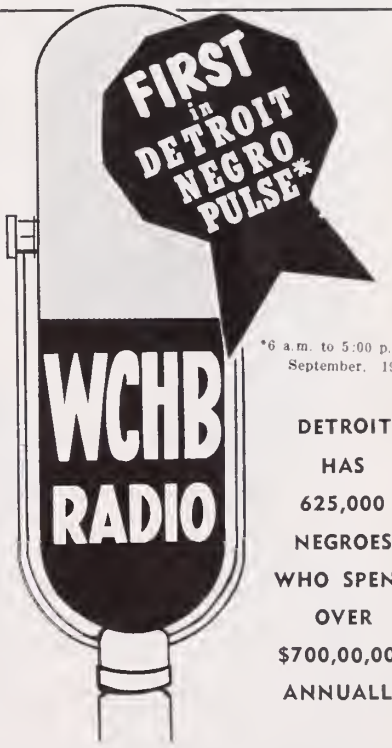
30 second spots 60% of frequency minute rates.

IMPACT ANNOUNCEMENT PACKAGES
(Minimum 4 weeks schedule)

	Per week
5 one-minute announcements	75.00
10 one-minute announcements	130.00
15 one-minute announcements	180.00
20 one-minute announcements	220.00

30 second spots 75% of Impact Package Rates.
Package announcements are flat weekly rates, not combinable with other announcement schedules to earn additional discounts and are Run-of-Schdule.

SPECIAL FEATURES
Entire schedule programmed to Negro market.
News Service—AP and a full-time local Negro news department.
Time Signals and Weather Reports—rates on request.
Copy must be submitted 48 hours in advance.
Library Service—Thesaurus.



*6 a.m. to 5:00 p.m. September, 1958

DETROIT HAS 625,000 NEGROES WHO SPEND OVER $700,00,000 ANNUALLY

1000 WATTS **WCHB** 1440 KC

National Representatives
Bob Dore Associates
Dora-Clayton (South)

WCHB KEEPS ITS LISTENERS ALL DAY LONG

• DETROITLAND'S VOICE OF PROGRESS •

limited to one 5-minute newscast each hour, programmed at seven minutes of the hour. We employ two newsmen and they are instructed to handle news in the following manner: Local news of the Negro community as a lead; civil rights and segregation issues (nationally); news of Negro interest nationally; news of the entertainment world; sports, and world-wide and national wrap-up.

"This format, however, is junked when items of national interest warrant lead attention. The average listener, of course, is more interested in local news and especially in hearing names and addresses."

Similarly, WAMO Pittsburgh emphasizes the role of local news. "Police and fire stations in Negro areas are covered on a regular 'beat' and contacts are maintained in City Hall to feed us news of importance to the Negro community. News of church groups and other organizations is highlighted."

The link with the community is shown by WWRL New York. During the newspaper strike in New York this past year, WWRL had a reporter deliver newscasts between shows at the Apollo Theater in Harlem.

Musical programming is developed to meet the special tastes of this specialized medium. For the most part (see listing, p. 31), Negro radio features gospel music and rhythm and blues.

"Primarily our music is gospel and spiritual, rhythm and blues, and Negro artists popular," says WMFS Chattanooga. "This was decided upon after the social science division of Howard School interviewed 500 Negro families in this market in 1958. The survey showed that our Negro audience preferred this music and in that order. Only one percent said they liked western, four percent classical and one percent other music."

In serving the special tastes of their listeners with familiar personalities, Negro radio is gaining increasing acceptance. • • •



KGFJ'S "Weather Girl"
MISS BRONZE CALIFORNIA

COVERAGE
THAT
COUNTS!
The Vital
LOS ANGELES
NEGRO MARKET
of more than
600,000
is yours on
KGFJ
FIRST & ONLY
ALL-NEGRO APPEAL
STATION IN SO. CALIF.

FIRST IN PULSE* *LOS ANGELES NEGRO MARKET, APRIL, 1959

FIRST IN NEGRO COMMUNITY ACTIVITIES

DIAL 1230 — 24 HOURS A DAY!
6314 Sunset Blvd. — Los Angeles 28, Calif.
PHONE: HOllywood 4-0201

National Reps New York, Chicago, Atlanta • Bernard Howard & Co.
San Francisco • Robert R. Allen Co.



Johnny Brown, personality of WROK Rockford, Ill., broadcasts show from local store.

Negro Station Key

The following information is taken from questionnaires returned by 114 stations that replied to the U. S. RADIO survey. The programming information is reported in the same terminology used by the stations. All questions were designed to cover only the aspects of Negro programming:

Station	Wkly. Hrs. Negro Pgrm.	% Wkly. Schedule	Types Music Played	News Coverage	No. of D.J.'s	No. of Newsmen
ALABAMA						
WAUD Auburn	20	16	Negro appeal	General	1	1
WBCA Bay Minette	1½	1	Gospel	None	None	None
WENN Birmingham	90	100	Negro popular, blues, gospel	Local human interest and news stories; personal interviews, tapes	4	1
WJLD Birmingham	132	100	Rhythm & blues, gospel & religious, popular, jazz	Wire service, local church news	5	4
WJOI Florence	38	38	Not reported	Not reported	5	3
WOWL Florence	7	8	Spiritual, rhythm & blues	Negro affairs, meetings	5	2
WGOK Mobile	84	100	Rhythm & blues, gospel, spiritual	Local; national wire	4	1
WMOZ Mobile	84	100	Rhythm & blues, spiritual	Beeper reports from Negro weekly paper, Mobile Beacon; daily national & local news	4	None
WMLS Sylacauga	6	6	Spiritual, rhythm & blues	Not reported	2	1
WTUG Tuscaloosa	96	100	Rock & roll, blues, jazz, popular, spiritual & gospel	Wire service	6	1
ARKANSAS						
KFFA Helena	30	28	Popular, rock & roll, spiritual	Local news	4	1
KOKY Little Rock	90	100	Popular, blues, religious	Strong local; national wire	5	2
CALIFORNIA						
KRE Berkeley	12	9	Gospel, choir	Events of Negro churches & organizations	1	1
KGST Fresno	10	10	Blues & Negro artists; rhythm & blues	Local news	3	1
KGER Long Beach	12	8	Spiritual, Negro popular	Church & club; news in general	8	4
KGFJ Los Angeles	164	100	Balanced program	General national news; local Negro news	1	1
KVON Napa	2	2	Church program	None	None	None
KTIM San Rafael	7	8	Gospel	None	4	4
DELAWARE						
WILM Wilmington	14	10	Rhythm & blues, rock & roll	Local Negro community	1	None
DISTRICT OF COLUMBIA						
WOOK Washington	168	100	Not reported	Not reported	Not reported	Not reported
WUST Washington	70	100	Majority of music is based on Negro-appeal record sales from two top area retail outlets	National wire service	4	3
FLORIDA						
WROD Daytona Beach	2	1½	All live—religious, classical, popular	Basically local & regional	None	None
WFTL Ft. Lauderdale	10	8	Spiritual, rock & roll	General local & national	1	2
WFEC Miami	Not reported	100	Rhythm & blues, spiritual	Local interest	5	1
WMBM Miami Beach	93	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	5	None
WBOP Pensacola	100	100	Rhythm & blues, gospel, jazz; popular & standards by Negro artists	Wire service; civic, church, community	3	3

(Negro Stations Cont'd on p. 32)



NEGRO
Community Programming

+



SPANISH/PUERTO RICAN
Programming

=



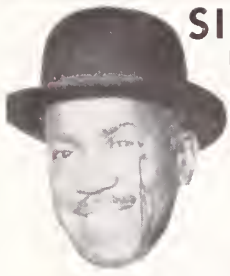
of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

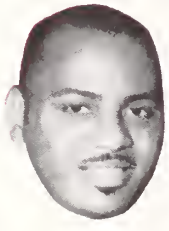
*10:00AM-5:30PM
**5:30PM-10:00AM

ONLY STATION PROGRAMMING TO PITTSBURGH'S
250,000 POPULATION HIGH INCOME NEGRO MARKET
WAMO
PITTSBURGH, PA.


SIR WALTER RALEIGH


PORKY CHEDWICK


BILL POWELL


CHARLES GORDON
News Director


WALT JONES
Merchandising Manager

WAMO
PITTSBURGH 860 KC
BERNARD HOWARD
NAT'L. REP.

NEGRO STATIONS (Cont'd from p. 31)

Station	Wkly. Hrs. Negro Pgrm.	% Wkly. Schedule	Types Music Played	News Coverage	No. of D.J.'s	No. of Newsmen
WTRR Sanford	14	13	Rhythm & blues, spiritual	Not reported	None	None
WTMP Tampa	93	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	4	None
GEORGIA						
WDEC Americus	8	9	Negro artists; spiritual & folk; some rock & roll	News items featured in Negro programs	3	1
WAOK Atlanta	157	100	Hit records, gospel, blues; live talent shows	Heavy club & community news	7	1
WAUG Augusta	50	50	Gospel & spiritual, rhythm & blues	Local news	2	None
WCLS Columbus	84	100	Listener taste	Local news & events; national wire	6	3
WDAK Columbus	14	8	Religious, rock & roll	Heavy local news using mobiles	5	2
WCEH Hawkinsville	8½	10	Rhythm & blues, spiritual	Not reported	3	2
WCRY Macon	72	100	Rhythm & blues, spiritual	Wire service	3	None
WIBB Macon	84	100	Rock & roll, rhythm & blues, hymns, classical, jazz, gospel	Local community interest	5	5
WACL Waycross	10	7.7	Rhythm & blues, rock & roll, spiritual	Local mobile news, general news spotted in Negro-appeal program.	4	2
ILLINOIS						
WBEE Chicago	100	100	Rhythm & blues, spiritual	Local, national, international	4	3
WTAQ La Grange	12	10	Religious, popular	Local news of coverage area	1	5
WROK Rockford	12	10	Standards, popular, jazz	Not reported	7	2
INDIANA						
WWCA Gary	18	15	Rhythm & blues, spiritual	No special Negro news program.	1	4
KENTUCKY						
WLOU Louisville	98	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	5	None
WMLF Pineville	11	10	Gospel, rock & roll, Negro-appeal hits	News of Negro community	3	1
LOUISIANA						
WXOK Baton Rouge	91	100	Rhythm & blues, spiritual	Mostly local & national	4	1
KAOK Lake Charles	19	15	Spiritual, blues	School & church activities; sports events	1	None
KNOC Natchitoches	21	16	Rock & roll, rhythm & blues, live quartet	Schools, sports & community events	4	2
WBOK New Orleans	84	100	Spiritual, rhythm & blues	Not reported	5	1
WYLD New Orleans	133	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	5	None
KANB Shreveport	84	100	Spiritual, gospel, blues	General	4	1
KOKA Shreveport	90	100	Rhythm & blues, religious	Negro interest	5	1
MARYLAND						
WANN Annapolis	84	100	Rhythm & blues, spiritual, religious	Negro community news	4	1
WEBB Baltimore	100	100	Rhythm & blues, popular Negro artists, spiritual	Heavy public service	4	Not reported
WITH Baltimore	22	13	Not reported	Bulletins from Afro-American newspaper	2	4
WSID Baltimore	84	100	Not reported	Not reported	Not reported	Not reported
MICHIGAN						
WCHB Inkster	100	100	Rhythm & blues, rock & roll, jazz, religious, popular, show, semi-classical	Local & national Negro news; wire service	5	1
WMUS Muskegon	6	5	Jazz, rock & roll	None	5	1

Station	Wkly. Hrs. Negro Pgrm.	% Wkly. Schedule	Types Music Played	News Coverage	No. of D.J.'s	No. of Newsmen
WSJM St. Joseph	5	3.4	Rhythm & blues, rock & roll	Not reported	6	2
MISSISSIPPI						
WROX Clarksdale	30	22.5	Rhythm & blues	Local Negro news	2	1
WGVM Greenville	30	33.3	Rhythm & blues, rock & roll, sacred	Racial, regional, national	5	None
WOKJ Jackson	90	100	Rhythm & blues, religious, popular, jazz	Complete local news; national wire service	5	2
WQIC Meridian	74	100	Rhythm & blues, popular, religious	Local news; national wire service	4	2
MISSOURI						
KFAL Fulton	1	1.2	Live Negro performance	General news	4	2
KATZ St. Louis	138	100	Rhythm & blues, rock & roll, spiritual, gospel, jazz	Wire service	6	None
KXLW St. Louis	106	100	Rhythm & blues, rock & roll, jazz, popular, gospel	General & Negro community	4	1
NEW JERSEY						
WHBI Newark	23	100	Gospel	Straight news, commentary	6	3
WNJR Newark	140	100	Rhythm & blues, rock & roll, spirituals	General news, local events	7	1
NEW YORK						
WLIB New York	93	93	Rhythm & blues, spiritual, popular, jazz with Billy Taylor	Heavy national & local emphasis; tape interviews	5	3
WWRL New York	43½	26	Rhythm & blues, jazz, spiritual, gospel	Negro interest news; general news; beeper interviews	3	3
NORTH CAROLINA						
WCGC Belmont	25	15	Spiritual, gospel, rock & roll	Not reported	3	2
WWIF Canton	7	7	Rock & roll, rhythm & blues, spiritual	General national & local news; local Negro interest	1	None
WGIV Charlotte	54	64	Popular, blues, hit tunes, rhythm & blues	National, local community news	4	2
WSRC Durham	92	100	Popular, standards, spiritual, gospel, rock & roll	Local Negro news, national wire	4	1
WCDJ Edenton	4	3	Rock & roll, rhythm & blues, gospel	Church news	4	2
WFAI Fayetteville	12	10	Variety, rock & roll, folk, hymns, jazz	Local Negro news only	1	1
WFMC Goldsboro	13	18	Rhythm & blues, popular, spiritual	Primarily local news	1	1
WGBG Greensboro	12	9	All types	All types, emphasis on local sports	4	1
WHNC Henderson	31	23	Rock & roll, hymns	School & local news	2	3
WELS Kinston	10	12	Selected by Negro d.j.	General approach to news, plus news of Negro community activities	1	1
WHIT New Bern	6	21	Rock & roll, popular, spiritual	Religious, local sports	1	1
WRAL Raleigh	14	10	Top 100 tunes, spiritual	General news, plus Negro community activities	5	2
WREV Reidsville	11	10	Rhythm & blues, spiritual	General	6	3
WCEC Rocky Mount	9	10	Rock & roll, gospel	Local & area Negro news, sports	5	2
WGTM Wilson	13½	11	Gospel, popular, rock & roll	Negro community, church & civic activities; sports	4	2
WAAA Winston-Salem	12½	10	Rhythm & blues, gospel, spiritual, popular	Local news only	4	1
OHIO						
WCIN Cincinnati	78	100	Spiritual, gospel, rhythm & blues, popular	Local Negro community	5	None
WJMO Cleveland	168	100	Spiritual, rhythm & blues, jazz	All news, mainly of interest to the Negro	6	2

(Negro Stations Cont'd on p. 34)

IN 1950

30%

IN 1956

63%

AND IN 1959

93%

radio time devoted to

NEGRO PROGRAMMING

WLIB

Has more Negro listeners than any other New York radio station—network or independent (PULSE)

WLIB

Only New York radio station with studios in Harlem

WLIB

First New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.

WLIB

The only radio station in New York with completely diversified programming—news, commentary, classical music, gospel, rhythm blues, jazz, homemaker show and public service programs.

WLIB

HARLEM RADIO CENTER • 2070 SEVENTH AVE., N. Y. 27
MO 6-1800

1190 ON YOUR DIAL

WANN

with 10,000 Watts

is metropolitan

Baltimore's most powerful

Negro Program Station!

With WANN you'll get the metropolitan Baltimore Negro market AND the rich, responsive Negro Market of the entire Chesapeake Bay area! WANN, with 10,000 watts is the most powerful and largest Negro Program Station in the East!

—WRITE FOR MARKET DATA—

WANN

Maryland's Capital Station
ESTABLISHED IN 1947

1190 On Your Dial
10,000 WATTS

P.O. Box 631, Annapolis Maryland
Telephone: COlonial 3-2500

JOHN E. PEARSON CO.
405 Park Ave., New York 22, N. Y.

KNOK

DALLAS-FORT WORTH

is the LARGEST

NEGRO MARKET

in the SOUTH

SERVED by

ONE

Negro Station

Stu Hepburn, Pres.

Rep—Stars National

South—Dora Clayton

KNOK

NEGRO STATIONS (Cont'd from p. 33)

Station	Wkly. Hrs. Negro Pgrm.	% Wkly. Schedule	Types Music Played	News Coverage	No. of D.J.'s	No. of Newsmen
WVKO Columbus	10	12	Good music, mostly Negro artists; jazz	Religious & social; NAACP	1	1
WJEH Gallipolis	3	4	Rhythm & blues	General	1	None
WTOD Toledo	4	2	Popular, rock & roll, spiritual	General	1	1
OKLAHOMA						
KOKL Okmulgee	17	18	Rock & roll	General	4	1
PENNSYLVANIA						
WDAS Philadelphia	123	100	Rock & roll, rhythm & blues with personality emphasis, spiritual, jazz	Strong national & local coverage for Negro market	8	2
WHAT Philadelphia	163	100	Gospel, spiritual, rhythm & blues, rock & roll	Mostly local Negro community news	12	2
WAMO Pittsburgh	100	100	Rhythm & blues, jazz, spiritual, gospel	Local news of Negro interest	4	2
SOUTH CAROLINA						
WANS Anderson	23	20	Gospel, rock & roll	Negro football games	1	2
WBSC Bennettsville	14	9	Rhythm & blues, spiritual, rock & roll	General, except for Negro community announcements	5	1
WPAL Charleston	84	100	Religious, popular, rhythm & blues, classical, rock & roll	None	5	None
WESC Greenville	12	16	Rock & roll, spiritual	General local, national wire	4	2
TENNESSEE						
WMFS Chattanooga	93	100	Gospel, spiritual, rhythm & blues, Negro artist popular	General local news	3	1
WJAK Jackson	84	100	Popular, rhythm & blues, spiritual, jazz	General national wire; local news of Negro community	4	1
WDIA Memphis	140	100	Rhythm & blues, gospel, jazz	Straight news stressing local & regional Negro interests	9	4
WLOK Memphis	100	100	Rhythm & blues, spiritual, blues, popular	National wire	4	None
WLAC Nashville	34	20	Rhythm & blues, spiritual	Not reported	3	2
WVOL Nashville	93	100	Spiritual, gospel, rhythm & blues, popular	Local Negro interests	6	None
TEXAS						
KNOK Fort Worth	100	100	Blues, gospel, spiritual	Local Negro community news has priority; also national, international, state	5	1
KGBC Galveston	21	16	Middle-of-the-road Negro entertainers; rhythm & blues	All news	1	3
KCOH Houston	100	100	Not reported	Not reported	6	Not reported
KYOK Houston	130	100	Rhythm & blues, spiritual, gospel	National wire	7	None
KMHT Marshall	23	20	Spiritual, rhythm & blues, rock & roll	Extensive local news	3	2
KZEY Tyler	13½	100	Gospel, spiritual, blues, rock & roll, jazz	National & local news of Negro interest	4	2
VIRGINIA						
WFLO Farmville	7	10	Rhythm & blues	Announcements of Negro interest	2	1
WBRG Lynchburg	20	20	Spiritual, rhythm & blues	General	4	2
WYOU Newport News	84	100	Not reported	Not reported	Not reported	Not reported
WRAP Norfolk	147	100	Rhythm & blues, spiritual	General	6	2
WANT Richmond	84	100	Rhythm & blues, spiritual	National wire	3	3

Negro Radio Proves Itself to Moviemaker



Here's how this specialized medium meant box office success for 'Tamango' film. Using 23 Negro stations, radio 'spearheaded' the promotion

If a motion picture isn't quick on the draw (box office, that is) its fate is usually similar to that of the countless thousands of unfortunates who have been biting celluloid dust since "The Great Train Robbery."

In most instances the film distributor and theatre operator have a mere week to 10 days in which to penetrate the area, and create a "market" for the picture. Since each film has a different appeal, a different combination of marketing tools must be employed each time.

Radio is becoming one of the most effective and regularly used pieces of equipment in the motion picture distributor's "tool kit." Within the past year Negro radio, too, has been proving its ability to help create and deliver an audience at the theatre box office.

"We made heavy use of Negro radio when we opened our film, *Tamango,* in Detroit this summer," William O'Hare, director of advertising and publicity for Valiant Films Corp., New York, states. "As a result of our experiences there we decided to channel 40 percent of our total radio budget for the film into Negro radio. And after we saw the grosses in the 11 key markets in which we used Negro radio, we very definitely decided to give this medium serious consideration in all our future plans."

Although other media were em-

(*Supplement p.* 13)



Hal Jackson (l.) of WLIB New York interviews two members of the theatre audience who had just seen the film *Tamango*. The taped interviews were used to successfully help promote film in the market.

ployed, Mr. O'Hare explains, radio was used to "spearhead" the campaign in each Negro market. "Our reason for leaning so heavily on radio was simple," he says. "The stations are on the air 12 to 24 hours a day. This gives us the opportunity to get our message across repeatedly. Since we have such a short span of time in which to make an impact in a market, this type of saturation is invaluable." He is also enthusiastic about the cooperation and promotional support he got from the Negro stations.

"Our Detroit campaign," Mr. O'Hare points out, "set the tone for the rest of our engagements. We premiered *Tamango* in that city this past summer, since the warm weather months are now the best in the film business. The picture was an action drama starring Dorothy Dandridge and the German star Curt Jurgens. It was booked into the Fox Theatre, a first-class, 5,000-seat house. For one week prior to the opening we used 30 to 40 spots a week on WCHB and WJLB, and repeated the campaign through the first week of *Tamango's* opening.

"Working closely with WCHB," Mr. O'Hare continues, "we arranged for a special pre-opening showing of the picture for the leaders of the Negro community in Detroit. Since the theme of the film, a ship captain's romance with a Negro girl, had created some controversy when it played in Europe, WCHB decided to tape audience comments in the lobby. These two-to-four-minute interviews were used on the air during the first week of the picture's official opening."

Mr. O'Hare also describes how WCHB made use of its community sound truck to support the ad program. The truck is used by the station daily to cover the streets of the Negro sections of Detroit. Usual fare is music and reports on items of topical interest. One or two of WCHB's d.j.'s usually are on board the truck. Starting a few days before the opening of the picture, the sound truck played some of the taped interviews made at the preview showing, transcriptions provided by Valiant Films, and the d.j.'s prepared copy of their own designed to stimulate interest in the film.

"In addition to that support," Mr. O'Hare remarks, "the station also coined a phrase, 'Tamango Is the Greatest,' which was then used on WCHB shows throughout the day."

Tamango played the Fox Theatre for three weeks, and as Mr. O'Hare explains, only a major film production usually generates enough action at the box office to warrant three weeks of play at a 5,000-seat house. He was most emphatic in giving a large share of the credit for the successful Detroit engagement to the efforts of Negro radio.

Having established a successful format in Detroit, Valiant Films used the same approach in other major markets. In Philadelphia, WDAS worked closely with the distributor in organizing the special preview showing for local Negro community leaders, and aired taped lobby interviews. WHAT also supported the spot campaign which it carried, by having some of its station personalities insert interesting facts about the film and its leading players throughout the schedule. The box office story at Philadelphia had a "happy ending," with another healthy three-week run resulting.

Fiercely Competitive

Coming into the fiercely competitive New York area, *Tamango* was booked into the Capitol Theatre in the heart of Manhattan's theatre belt. Still following the formula, Mr. O'Hare started his campaign on WLIB, WWRL and WOV. The preview showing of the film and the lobby interviews were worked out in cooperation with WLIB. The station added its own little twist to the interviews by conducting Mr. and Mrs. discussions. Co-producers of the film, Pete Jaeger and Sig Shore, discussed the picture in an interview from the station's studios. WLIB's roster of d.j.'s also supported the picture on the air and at the community appearances. WWRL and WOV also backed up the campaign.

"*Tamango* played 17 days at the Capitol," Mr. O'Hare reports, "and when the picture opened in 77 RKO

and other neighborhood theatres, we repeated the campaign. The grosses on the picture were 25 to 30 percent higher than the average, and we know that Negro radio played an important role in selling those extra tickets."

Extra Boost

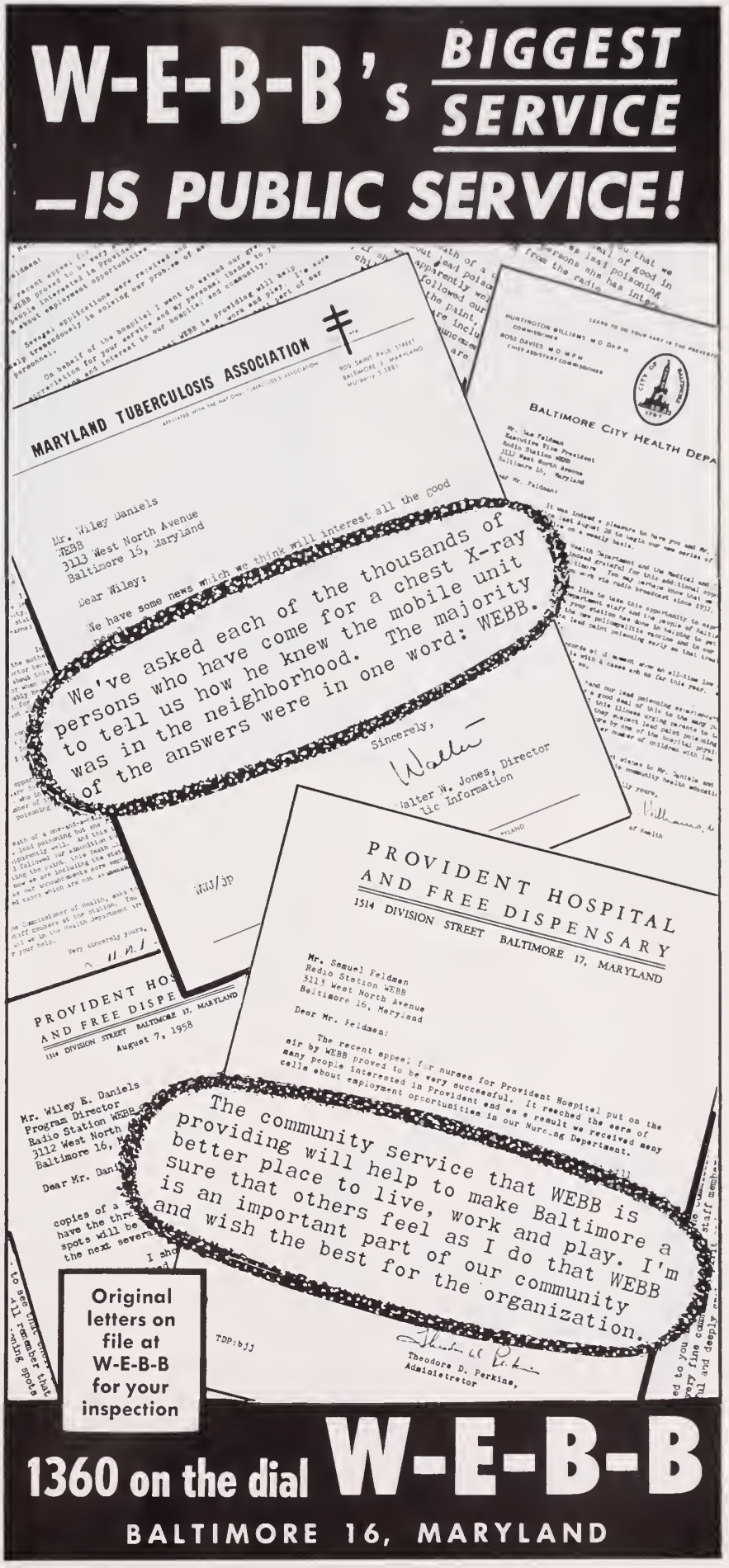
Mr. O'Hare illustrates how in city after city, the Negro stations "got the job done." In Pittsburgh, WAMO personalities gave the film an extra boost both on and off the air, and helped create enough interest to sustain a three-week run, instead of the usual one. WNJR in Newark, N. J., was an effective "ball carrier" in that territory. The story was the same in Baltimore, with WEBB and WSID working directly with the New Albert Theatre.

"Before the picture completed its initial engagements around the country," Mr. O'Hare says, "we used a total of 23 Negro radio stations. Of course, we used Negro newspapers, but the ratio was three-to-one in favor of radio. Our spots ran 20, 30 and 60 seconds, and we made no attempt to prepare special copy for the Negro market. Most of the time buys were on disc jockey and gospel programs, and we concentrated our spots during the 6 to 8 a.m. and 4 to 6:30 p.m. time periods."

A typical one-minute commercial used part of the film's soundtrack to incite interest:

SOUND: Theme music
ANCR: DOROTHY DANDRIDGE..
ANCR 2: Exotic...
ANCR: Dynamic...
ANCR: In the most controversial role of her career..
ANCR 2: TAMANGO is based on the book they said could never be filmed!
ANCR: TAMANGO is as bold and daring as the casting itself.
ANCR 2: From the soundtrack of TAMANGO, Dorothy Dandridge and Curt Jurgens.
DANDRIDGE: I'm telling the truth to a white man for the first time in my life.

(See p. 38)



JURGENS: You're the only woman I want to live with.

DANDRIDGE: I've always hated your hands on me; hated that bed.

JURGENS: I'll give up everything if you'll stay with me.

ANCR: Yes...You heard it.. the shocking love that sparked the most incredible adventure ever filmed.

ANCR 2: These are the stars of TAMANGO, Dorothy Dandridge and Curt Jurgens.

ANCR: In love scenes never before dared on the screen.

ANCR 2: In CinemaScope and Color. Don't miss TAMANGO.

Short Spots

The shorter spots employed by Valiant Films used a copy theme very similar to the one-minute commercials. Objective of the 20- and 30-second spots was to present hard-hitting copy that would quickly make an impact on the listener. Here is an example of a 20-second message:

SOUND: THEME MUSIC

ANCR: Dorothy Dandridge, Curt Jurgens...

ANCR 2: In TAMANGO

ANCR: A film as bold and daring as the casting itself!

SOUNDTRACK:

DANDRIDGE: I'm telling the truth to a white man for the first time in my life.

JURGENS: You're the only woman I want to live with.

DANDRIDGE: I've always hated your hands on me; hated that bed.

JURGENS: I'll give up everything if you'll stay with me.

ANCR: Dorothy Dandridge, Curt Jurgens...

ANCR 2: In love scenes never before dared on the screen.

ANCR: In TAMANGO.



Tamango premiered at the Fox Theatre, Detroit. A special preview showing of the film was held for leaders of the Negro community prior to the opening. Hosts at the preview were the film's co-producers, Sig Shore (center) and Pete Jaeger (r.). WCHB Detroit taped interviews in the lobby. Use of radio for promotion of *Tamango* was tested first in this city.

In business for six years as distributors and co-producers of motion pictures, Valiant Films Corp. has released 40 commercial films. Radio has been used as an important advertising and exploitation medium for 39 of these releases. "Our experience has been," Mr. O'Hare declares, "that radio is one of the quickest and best methods we have been able to find to get our message across—if it is employed properly. Proper use, as far as we are concerned, is a campaign which runs for at least one week to 10 days prior to the opening of the picture, and immediately following the opening. It also means using a minimum of 30 to 40 spots a week."

Two New Films

Valiant Films is currently making plans for the release of two new films, "Terror Is a Man," and "Sword and the Cross." Mr. O'Hare explains that although neither film has a Negro theme, "the results we obtained from the major campaign we put on for *Tamango* on Negro radio stations has convinced us that this is a very important market for us. We had used Negro radio on a very limited scale previously, but you can be sure that this medium will be getting serious consideration when we complete our plans for these two pictures, and for many more of our future releases."

Happy Partnership

Although the use of Negro radio by Valiant Films was one of the most concentrated campaigns conducted recently, it is not an isolated case. A number of film companies, such as MGM, United Artists and Universal-International, have all turned to Negro radio as one of their selling outlets. As the film industry continues to show its renewed strength and vigor, and as Negro stations continue to prove that they hit an important market, the happy partnership of using sound to sell sight should continue on an upward curve. • • •



THE HOUSE THAT NEGRO RADIO BUILT

This is WHAT. More than just a radio station, this broadcasting showcase has become a Community Center to Negro Philadelphia...another dimension of WHAT's dynamic service to one of America's largest (nearly 600,000) and fastest growing Markets.

AND FROM THIS BUILDING COMES THE STRONGEST FORCE THAT YOU CAN BUY TO SELL NEGRO PHILADELPHIA

PERSONALITIES

We have eight of the best darn air salesmen and women in Philadelphia radio. Each, a terrific showman and entertainer, and dedicated to an adult, able-to-buy audience.

MERCHANDISING

This Fall WHAT released its new 30 page brochure "MERCHANDISING BY THE POINT SYSTEM." It details 15 special services available to advertisers in proportion to their budget . . . For every dollar invested in time, advertiser earns merchandising points that may be used to "buy" desired services. Here are just a few:

DISPLAYS IN . . .

150 Acme Markets (exclusive)
70 Food Fair Stores
20 Best Markets
75 Independents (exclusive)
20 Sun Ray Drug Stores (exclusive)

Demonstrations, sampling, couponing in above stores. Outdoor, full color painted wall spectaculars. Trade mailings, consumer and trade ads, new product distribution assistance, consumer surveys, store checks, and all the help our full-time Merchandising-Promotion crew can give you. Write for brochure.

HAVE YOU ESTABLISHED AN "EXCLUSIVE NEGRO MARKET FRANCHISE" FOR YOUR PRODUCTS? EVERY WEEK MORE AND MORE ADVERTISERS ARE DISCOVERING THE NEGRO BONANZA IN PHILADELPHIA.

100% NEGRO
WHAT
Twenty-four Hours a Day
PHILADELPHIA

TRinity 8-1500

Represented Nationally by John E. Pearson Company—New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco

HISTORY OF THE KSAN POSITION IN THE RICH SAN FRANCISCO-OAKLAN NEGRO MARKET..

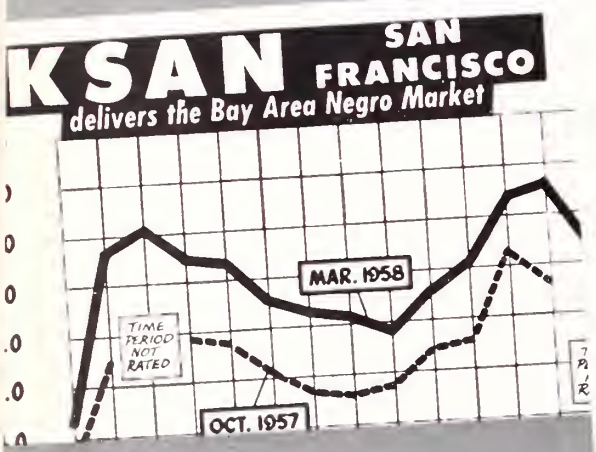


CROWDS GATHER AT KSAN SPONSORED ACTIVITY...

LEADERS LAUD KSAN COMMUNITY PARTICIPATIONS

KSAN SPONSORS REN... ...YEAR AFTER YEA

1958



...SURVEYS SHOW GREAT AUDIENCE GAINS

WRITE KSAN
1111 MARKET ST.
S.F. FOR YOUR COPY
OF THE 1958
MARKET STUDY
"THE NEGRO
CONSUMER."

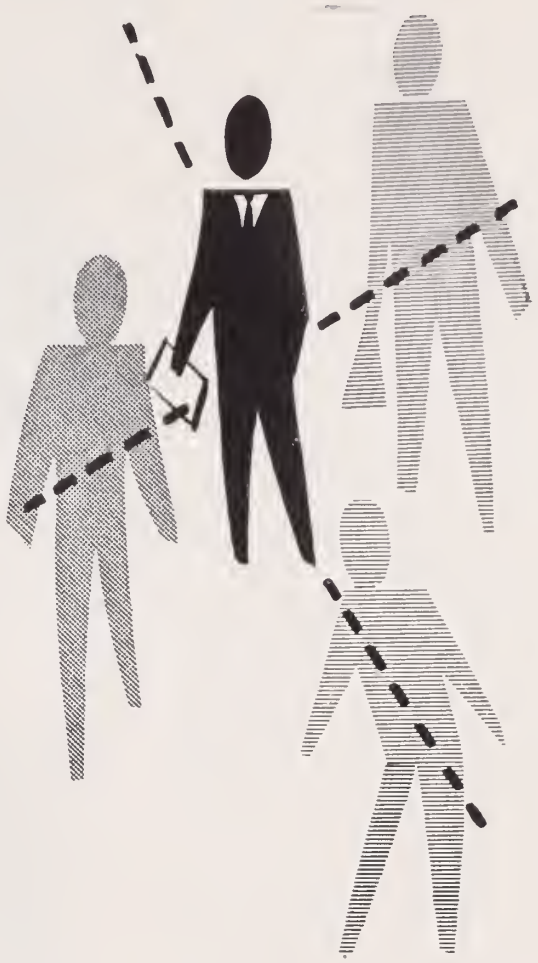
35 195

36 KSAN

PULSE SHOWS KSAN WITH 36% SHARE OF AUDIENCE IN A RICH MARKET OF OVER 285,000...

USE HISTORY FOR YOUR YARD STICK — NOT HEARSAY.
USE KSAN FOR COVERAGE OF THE RICH BAY AREA NEGRO MARKET.

The Promotion Beat



Today's promotion director finds his job expanding in all directions

It's no secret that in modern-day radio the art of promotion has become a sharply-honed tool of communication. Station management has come to rely, with mounting emphasis, on the promotion function to clear the path to the doors of listeners and advertisers.

In communicating the station's image and activities to both these groups, the promotion man's job continues to grow more complex.

His activities can range from publicity to merchandising. The core of these functions were probed at the fourth annual Broadcasters Promotion Association convention in Philadelphia which, as pointed out in U. S. RADIO's November issue, treated the subject in a planned and comprehensive manner.

The adjacent survey illustrates the scope and some of the job responsibilities attached to the promotion function, such as audience, sales and national promotion. They were conducted in conjunction with the BPA meeting by Henry J. Kaufman of Henry J. Kaufman Advertising Inc., Washington, D. C., and Jack Williams, sales promotion manager of WBZ Boston.

Some agency advice on the ticklish problem of merchandising was also passed out by two admen.

Tom MacDonald, vice president and director of merchandising at Guild, Bascom & Bonfigli Inc., San Francisco, offered three main points upon which stations should base their assistance to agencies and clients:

- Tell the local trade about the campaign.
- Interpret the campaign (new product, first time on radio, biggest ad campaign, etc.).
- Solicit help and cooperation from trade (shelf stocking).

Mr. MacDonald emphasized that stations should sell themselves first as a media buy. "Merchandising is only good when it is used to implement the best advertising buy."

Hal Smith, program promotion and merchandising manager of Needham, Louis & Brorby Inc., Chicago, urged broadcasting to do a better job of merchandising because "print activity is very strong."

He suggested that in submitting reports to agencies, stations should not translate cumulative merchandising activity in mythical dollar figures that are meaningless. Instead, he stated, stations should present their accomplishments in terms of actual performance (i.e., one newspaper ad with 100,000 circulation).

The controversy was stirred over whether stations should conduct merchandising contests on behalf of agencies and clients.

The two views on sponsor merchandising contests boil down to this: One side holds that such contests lead to unfair pressure on a station promotion director to give preferential treatment to a given advertiser. The opposite view believes that as long as merchandising reports

are filed wth the agency anyway, why not submit them as contest candidates.

At any rate, NL&B's Mr. Smith suggested that the BPA take a stand on the matter so that agencies and account people can be guided as to whether they can expect stations to cooperate in such a venture.

On the subject of trade advertising, R. David Kimble, account executive, Grey Advertising Inc., New York, emphasized five guideposts to trade paper advertising: "Spend enough money to do the job, or forget it; run often enough, or the buyer's going to forget you; run big enough, use enough space to tell your story; say something, have a story to tell; make good ads."

Mr. Kimble revealed that he took a survey of trade paper readership. His sample? The advertising agency membership of the Radio & Television Executives Society — "a small but rather select group." Using a mail questionnaire, he received a 41 percent return.

Among the things the survey showed were that 25 percent read most of the ads, and 50 percent read at least some of them, Mr. Kimble stated. Only 25 percent of those surveyed said they read few of the ads, and nobody said he reads none at all.

What creates attention for a particular ad? About 64 percent, according to Mr. Kimble, said "familiarity through repitition in a campaign." The same number reported an "interesting illustration."

About 60 percent indicated that "overall quality" was the reason they noticed an ad, and "provocative headline" was next with 55 percent, Mr. Kimble declared. The size of the ad was a readership factor for 32 percent of the respondents.

Among the elements that scored high in trade ad content, according to the agency people surveyed by Mr. Kimble, were: First, programming information; second, success stories and qualitative audience data; third, station coverage data, and fourth, advertiser acceptance, market statistics and rating information. Other factors that received noticeable response were community acceptance, merchandising assistance, and power facilities. • • •



Following convention, broadcasters of Avery-Knodel Inc. represented stations met in New York: Standing (l to r), J. F. Wade, Avery-Knodel; H. E. Darton, WHBF Rock Island, Ill.; L. H. Avery, Avery-Knodel; J. Andrews, WMAZ Macon, Ga.; J. J. Tormey, Avery-Knodel; E. Lawson and J. W. Owen, Avery-Knodel; D. LeMasurier, KDAL Duluth; P. S. Schloeder, Avery-Knodel. Seated, F. G. Neuberth, Avery-Knodel; Mrs. Tim Elliot, WICE Providence, R. I.; F. Bryson, WTOC Savannah; Jane Cox, Avery-Knodel; G. Harmon, WINN Louisville; D. Hirth, Avery-Knodel.



Station men of H-R Representatives: Standing (l to r), D. Holcomb, WGBI Scranton; J. Alspaugh, M. Goldberg and F. Headley, H-R; G. Hallberg, WNAC Boston; M. Schaffer (rear), WAVY Norfolk; D. Witherspoon (front), WRAL Raleigh; R. Scott, WOI Des Moines; F. Reinlieb, WAST Albany, N. Y.; J. Lightner, WREX-TV Rockford, Ill.; H. Meeks, WMAL-TV Washington, D. C.; L. Anderson, WKBH LaCrosse, Wis.; T. Bachman, KXTV Sacramento. Seated, S. Fayer, WTOL Toledo; Avery Gibson, H-R; Ruth Schlanger, WKAL Rome, N. Y.; Phyllis Doherty, WNAC.



Promotion managers of Transcontinent Television Corp. gather to conduct their first annual meeting following BPA convention: Standing (l to r), G. Stevens, TTC; L. W. Smith, WROC Rochester, N. Y.; G. Sperry, WNEP-TV Scranton. Seated: C. Hutaff, WGR Buffalo, N. Y.; P. Jackson, KFMB San Diego; G. Hellmann, TTC.

Promotion Planning

This survey by Henry J. Kaufman of Henry J. Kaufman & Associates, Washington, D. C., provides an indication of how promotion plans and decisions are arrived at. The study involves a mail questionnaire to radio promotion managers, with 32 responses as a base (numbers in parenthesis are actual responses):

1. Are you given an annual promotion budget?

	% of Total	
Yes	56.3	(18)
No	43.7	(14)

2. In your last fiscal year what percentage of your gross national billings did you spend on national trade promotions?

	% of Total	
Less than 1%	3.1	(1)
1%	21.9	(7)
2%	12.5	(4)
3%	15.6	(5)
17%	3.1	(1)
None	3.1	(1)
No Answer	40.7	(13)

3. Are your national trade promotion plans approved for a period of:

	% of Total	
1 year	53.1	(17)
6 months	12.5	(4)
3 months	12.5	(4)
Less than 3 months	15.6	(5)
No Response	6.3	(2)

4. Who prepares the following for approval?

TRADE PROMOTION PLANS

	% of Total	
Ad Agency	6.3	(2)
Staff	68.7	(22)
Ad Agency & Staff	25.0	(8)

LAYOUT AND COPY

	% of Total	
Ad Agency	46.9	(15)
Staff	28.1	(9)
Ad Agency & Staff	25.0	(8)

MEDIA

	% of Total	
Ad Agency	25.0	(8)
Staff	53.1	(17)
Ad Agency & Staff	21.9	(7)

5. Please indicate below the person in your organization who participates actively in decisions concerning objectives, planning, themes, media selection, etc.

	% of Total	
Promotion Manager	87.5	(28) *
General Manager	68.7	(22)
Sales Manager	53.1	(17)
Ad Agency	46.9	(15)
National Representative	12.5	(4)
Other	9.4	(3)

6. What percentage of your total promotional budget is allocated to:

AUDIENCE PROMOTION

	% of Total	
5-9%	9.4	(3)
10-19	15.6	(5)
20-29	6.3	(2)
30-39	6.3	(2)
40-49	9.4	(3)
50-59	9.4	(3)
60-69	6.3	(2)
70-79	6.3	(2)
80-89	—	—
90-100	3.1	(1)
No Response	28.1	(9)

NATIONAL SPOT PROMOTION

	% of Total	
5-9%	15.6	(5)
10-19	12.5	(4)
20-29	9.4	(3)
30-39	6.3	(2)
40-49	—	—
50-59	6.3	(2)
60-69	3.1	(1)
70-79	6.3	(2)
80-89	3.1	(1)
90-100	—	—
No Response	37.4	(12)

SALES PROMOTION MATERIAL

	% of Total	
5-9%	6.3	(2)
10-19	9.4	(3)
20-29	25.0	(8)
30-39	15.6	(5)
40-49	6.3	(2)
50-59	9.4	(3)
60-69	3.1	(1)
70-79	—	—
80-89	—	—
90-100	—	—
No Response	25.0	(8)

7. Please number in order the most important objectives of your current advertising:

	% of Total	
Ratings—Audience	43.7	(14) *
Image Building	37.4	(12)
Market Building & Recognition	31.3	(10)
Sales	21.9	(7)
Programming	9.4	(3)
Coverage	9.4	(3)
Quality	6.3	(2)

The following received *one* response: Representation, inquiry, success stories, leadership, advertising effectiveness, national, establish personalities, prestige, to sell radio as supplement to tv (3.1% each).

8. To accomplish these objectives, what does your advertising stress?

	% of Total	
Leadership	68.7	(22) *
Market Characteristics	56.3	(18)
Coverage	50.0	(16)
Programming Policy	50.0	(16)
Special Personalities	46.9	(15)
Results	46.9	(15)
Ratings	43.8	(14)
Cost per 1,000	40.7	(13)
Special Programs	37.4	(12)
Testimonials	28.1	(9)

9. What, to you, constitutes evidence of your advertising's effectiveness?

	% of Total	
Increased sales	65.6	(21) *
Comments agency — advertiser	59.4	(19)
National "reps" reactions	56.3	(18)
Other	—	—

*More than one reply given

(See p. 44)

Sales Promotion!!

What jobs belong to a station's sales promotion manager? Here's what 69 sales managers (out of a total sample of 100) think. These 100 possible jobs were included in the survey taken by Jack Williams, sales promotion manager of WBZ Boston.

1. Gather material for and produce fact sheets on programs. 89.86% (62)
2. Gather material for and produce fact sheets on market. 88.41% (61)
3. Maintain files: station, market data.. 86.96% (60)
4. Prepare brochures for mailing to clients-agencies. 86.96% (60)
5. Keep station mailing lists up to date... 86.96% (60)
6. Prepare newspaper advertisements for sponsored shows. 84.06% (58)
7. Produce and mail fliers to retailers... 84.06% (58)
8. Prepare air promo. sponsored shows.. 81.16% (56)
9. Prepare "other" advertising for sponsored shows (i.e. laundry stuffers). 81.16% (56)
10. Write activity report (promotional) for sponsor. 79.71% (55)
11. Attend in-station sales meetings. 78.26% (54)
12. Prepare outdoor advertising for sponsored shows. 78.26% (54)
13. Handle exhibits at trade shows..... 76.81% (53)
14. Personalize station ad reprints for mailing to station-clients 76.81% (53)
15. Prepare station mail response maps. .. 76.81% (53)
16. Schedule trade advertisements after plan has been approved. 73.91% (51)
17. Schedule direct mail campaigns after plan has been approved 73.91% (51)
18. Develop sales promotional flip card presentations 72.46% (50)
19. Prepare newsletter, fact sheets for mailing to clients-agencies..... 72.46% (50)
20. Create station trade advertisements. .. 71.01% (49)
21. Prepare, mail program schedules..... 71.01% (49)
22. Develop sales promo. slide presen..... 69.57% (48)
23. Handle sponsored program publicity for area newspapers. 69.57% (48)
24. Handle station audience promotion (no client mentions). 69.57% (48)
25. Develop, submit budget for trade adv. 69.57% (48)
26. Produce and distribute point-of-sale posters, shelf-talkers. 68.12% (47)
27. Develop new mailing lists for stations. 66.67% (46)
28. Develop sales promo. film presen..... 65.22% (45)
29. Write articles for grocery, drug pubs... 65.22% (45)
30. Reprint and mail trade magazine articles to clients-agencies. 65.22% (45)
31. Handle station publicity (no clients) 65.22% (45)
32. Develop promotional idea for sale to potential client. 63.77% (44)
33. Edit merchandising newspaper. 63.77% (44)
34. Plan and coordinate station parties for agencies-clients. 62.32% (43)
35. Produce gimmicks for distribution to clients. 62.32% (43)
36. Select media for trade advertising. 60.87% (42)
37. Handle sponsored program publicity for trade publications. 60.87% (42)
38. Make calls on clients with salesman. .. 57.97% (40)
39. Negotiate trade deals for contests, gimmick mailings. 57.97% (40)
40. Publish report on station ratings. 56.52% (39)
41. Layout and publish station rate card... 55.07% (38)
42. Maintain RAB-TvB files. 52.17% (36)
43. Write sales presen. for potential clients 52.17% (36)
44. Handle window displays for client products. 52.17% (36)
45. Select gimmicks for mailing to clients-agencies. 52.17% (36)
46. Analyze rating reports. 50.72% (35)
47. Gather success stories from clients. ... 47.83% (33)
48. Hold press conferences for sponsored shows. 47.83% (33)
49. Prepare award entries. 46.38% (32)
50. Handle public appearances for sponsored show talent. 44.93% (31)
51. Devise publicity stunts for sponsors... 44.93% (31)
52. Report to client on mail response for particular show. 44.93% (31)
53. Prepare basic salesmen's handbook..... 43.48% (30)
54. Order salesmen's name cards. 43.48% (30)
55. Develop sales promotional audio tape presentations. 43.48% (30)
56. Develop sales promotional video tape presentations. 42.03% (29)
57. Prepare rating analysis for proposal.. 40.58% (28)
58. Supervise station hospitality suite. ... 40.58% (28)
59. Decorate station halls, lobby. 40.58% (28)
60. Judge client contests. 39.13% (27)
61. Prepare brochures for mailing to client's employees 39.13% (27)
62. Handle audience mail for client offers. 39.13% (27)
63. Produce gimmicks for distribution by clients 37.68% (26)
64. Sample employees with client products 37.68% (26)
65. Handle subscription to rating services 36.23% (25)
66. Write letters to VIP's on behalf of station clients 36.23% (25)
67. Conduct survey for client program ... 34.78% (24)
68. Decide what merchandising assistance a client will receive 34.78% (24)
69. Handle listener-viewer calls and mail 34.78% (24)
70. Schedule announcements for trade deal advertisers 31.88% (22)
71. Prepare rating analysis of client sched. 31.88% (22)
72. Plan meetings with client agency..... 30.43% (21)
73. Entertain local clients and prospects.. 30.43% (21)
74. Copy for air promo. of client products 30.43% (21)
75. Conduct tours of station 30.43% (21)
76. Handle clients' closed-circuit meets.... 30.43% (21)
77. Conduct presentations at client salesmen's meetings 30.43% (21)
78. Send telegrams to clients reminding them of schedule 28.99% (20)
79. Entertain visiting firemen 27.54% (19)
80. Handle audio-visual aid equipment.... 26.09% (18)
81. Route trade magazines around station. 26.09% (18)
82. Make calls on clients (promotional)... 24.64% (17)
83. Conceive and write copy for contest involving client products 24.64% (17)
84. Report on broadcast schedule for trade deal advertisers 23.19% (16)
85. Handle client product sampling and display at women's luncheons 23.19% (16)
86. Secure tickets for New York-Chicago shows for clients, VIP's 23.19% (16)
87. Prepare trade deal contracts and orders 21.74% (15)
88. Supply gifts for association meetings 20.29% (14)
89. Gather material for and produce fact sheets on sales procedure, policies.... 18.84% (13)
90. Negotiate trade deals for station equipment 17.39% (12)
91. Make hotel reservations for visitors... 15.94% (11)
92. Deliver sales presen. to clients-agencies 14.49% (10)
93. Send letters to VIP's receiving honors 14.49% (10)
94. Prepare availability sheets 13.04% (9)
95. Coordinate station personnel activity in civic clubs 13.04% (9)
96. Write speeches for client delivery at sales meetings 11.59% (8)
97. Plan sales incentive contests 11.59% (8)
98. Conduct sales incentive contests 10.14% (7)
99. Pick up client copy, ET's, films and deliver to traffic department 5.80% (4)
100. Pick up trans. tickets for station personnel 2.90% (2)

• • •

question and answer

THE QUESTION:

What Kinds of Research Are Other Media Doing That Radio Should Be Doing?

NORMAN YOUNG ANSWERS:



Dr. Young, director of research, Mogul Williams & Saylor Inc., New York, *explains why radio's research job is the toughest of all. He says, however, there is "considerable and voluble information available" and offers eight guideposts for stations to follow.*

That this question should be proposed at all is disturbing, inasmuch as it appears to assume radio research is not doing a good job. Before answering the question directly, I'd like to randomly explore this denigration of radio research to see if it's warranted.

In U. S. RADIO's own survey of agencies, 67 percent opined that radio research is poor and 77 percent said radio research does not compare favorably with research available in other media (see *Are Agencies Underselling Radio?*, November 1959).

When I read something like this, I am struck by one of those instinctive pangs that occur when figures seem incongruous. Why incongruous? Because I know that basically the kind of researchers now operating in radio have backgrounds and experiential levels not different from that of researchers in other media. Yes, they went to the same schools and had parallel jobs, many coming from the identical variety of media research disciplines.

Tough Nut

Hence, as I see it, it couldn't be the researchers who are at fault. If not the researchers, then why is radio research different from other media research? It might be due either to lack of money to do competent research or, perhaps, to radio research just having a tougher nut to crack than other media. Let's see.

Have you ever spoken to a few of the 77 percent who say radio research is not as good as research from other media? I have. What happens? They end up admitting several things:

- All media have had image studies.
- All media have had qualitative and quantitative audience data.
- All media have had "success story" type research.
- But no medium has had all its components researched, i.e., individual newspapers and stations.
- And finally all media have had similar overall research but "radio research is hampered by the fact that its problems are now not only different but multiplied by the number of single stations that must each come up with its own data." (Not even the rich TvB could do the job for its own relatively few stations. How could RAB do it for its own?)

Are we then back to another apple-vs. orange disquisition? Not necessarily. Ultimately you still compare sales effectiveness or the nearest things to it. It's just that it's harder to research 1,000 different red apples than 100 different green ones. Averages can never be used because no average helps when buying an individual apple if you want a delicious one.

Information Available

So the consensus, after I discussed it with my confreres, is that radio has had by far the biggest research job to do, so it may only appear poorer than others because it is so distant from its goal. In actuality, there is considerable and voluble in-



Dr. Young: "Radio has to do a job, not of either imitating or emulating the efforts of other media, but of surpassing other media."

formation available. (I also found that many researchers knew less about current available radio research than about other media research. Their ignorance may be due to a poor communications or agency relations problem. While palpable, this is another matter to be fully explored at another time.)

Structure of Radio

Following up, let's review the difficulty a bit further. The difficulty? Merely the structure of radio in America today. It is a structure which is characterized by a tremendous number of individual stations, most without ratings, and, where ratings exist, subject to large percentages of error due to the smallness of the ratings.

Add to this multiple radios in the home, auto radios and the fact that radio time is bought in a saturated, diffusive manner which tends to accumulate the rating errors.

Sure, we can get an image of radio as a medium, but this helps nobody in buying an individual schedule on a specific radio station. Even if we have a precise profile of radio in general, does this, for example, help timebuyers, through research, determine whether a series of 48 spots per day on a certain station is superior to 48 spots per day on some other station in the same market? Who can say the money won't be better spent in local newspapers or local television? National research doesn't help you make a local decision.

Research? The experimental design alone to determine the decision-making data for this one station necessitates a formidable effort; and to develop the data for the myriad radio stations in the country is a devastatingly expensive job. One might retort: "Isn't the research design problem the same for the other media?" *Of course it is . . . and neither television nor print has done the job at all. Nowhere near it.* But remember radio is the medium that's marching in back of the line, ostensibly out of step. Regardless of what other media may do, radio must do much better in efforts and expenditures to catch up. *Thus I posit that radio has to do a job, not of either imitating or emulating the efforts of other media, but of surpassing other media.* This involves each station and not radio abstractly. And it involves money.

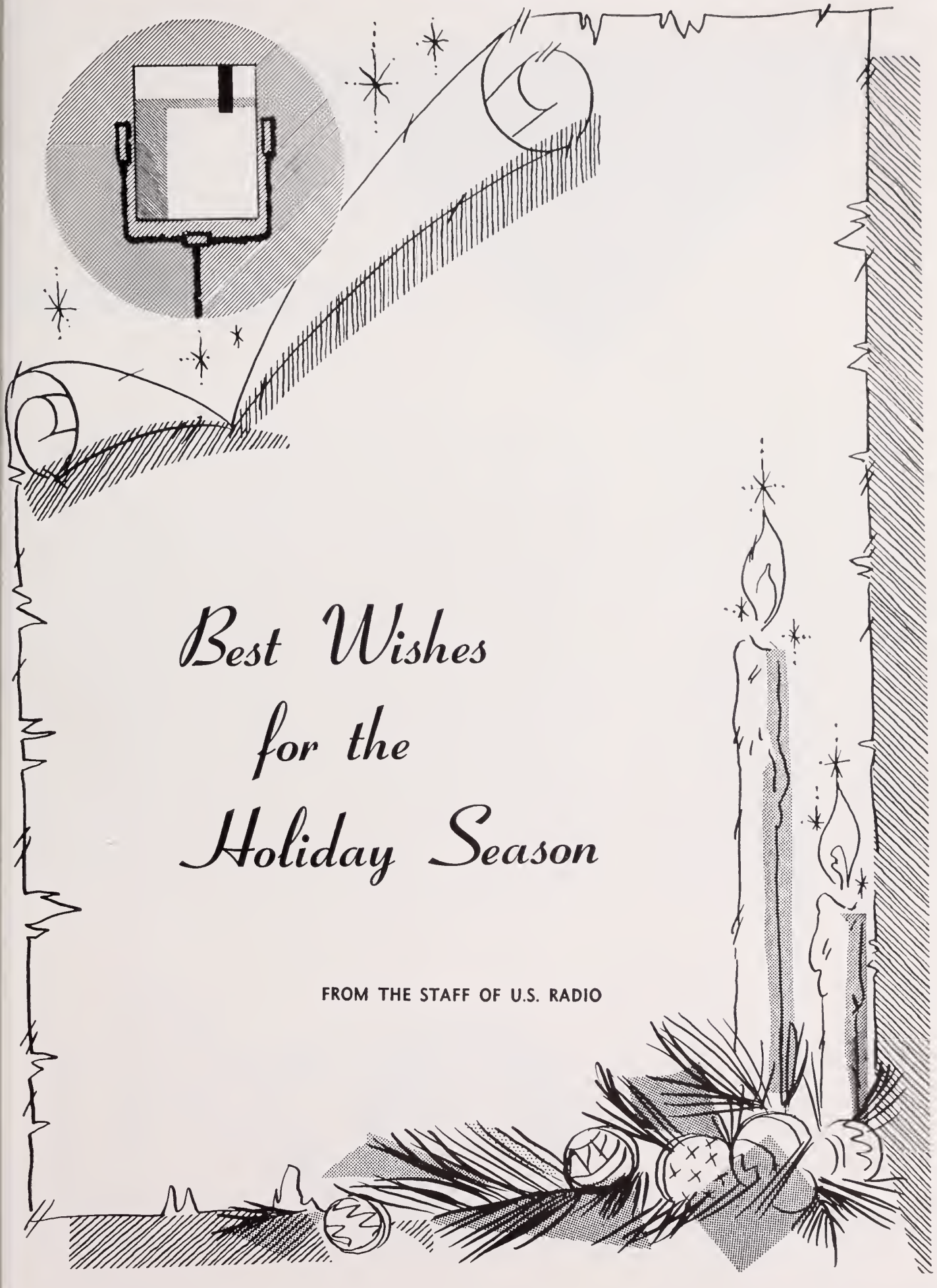
Original Question

This is a hell of a time to come back to the original question ("What Kinds of Research Are Other Media Doing That Radio Should Be Doing?"), but here goes:

1. Individual radio stations should have audience composition figures by time segment . . . which would include socio-economic data.
2. Individual radio stations should present intra-city image comparisons with other media.
3. Individual radio stations should present ratings in both cumulative and unduplicated form by as many saturation schedules as are feasible.
4. "Success stories" where possible should be "controlled." That is, they should demonstrate that the same product failed in other media. Otherwise, who knows that some other medium might not have done even better.
5. Individual stations should utilize current specialized research techniques to measure their effectiveness in changing people's attitudes, influencing women and attracting public attention.
6. Individual stations should have constant self-testing—investing time to see if and how they can move certain varieties of unmovable merchandise. In other words, stations should contribute to their own test marketing. There are many ways this can be done.
7. The individual stations should unite and pool their research funds to get the individual research jobs done less expensively.
8. The stations should see to it that their research story goes to all decision-makers.

Immense Job

It must be remembered that this is an immense job. Radio wishes it had the money. It must get a good part of it. For the overall research picture of radio can't be written till the overall research for its component parts, the stations, is in. • • •


Best Wishes
for the
Holiday Season
FROM THE STAFF OF U.S. RADIO

AMF Strikes

Footwork and follow-through —that's the formula AMF Pinspotters Inc. prescribes for improving your bowling score.

Add a persuasive radio voice to the combination and you have an unbeatable advertising performance as well, in the opinion of the bowling products division of American Machine & Foundry Co., makers of automatic pinspotters and a complete line of bowling equipment.

Currently swinging into stride with the first winter-time radio schedule in its seven-year career, AMF is taking to the airlanes with an unusual style that augurs well for the sport, the listener, the company—and the medium itself.

The AMF radio budget, estimated at close to $200,000 a year at present for both spot and network, is expected to grow increasingly brawny as bowling continues its scoring streak with the American family.

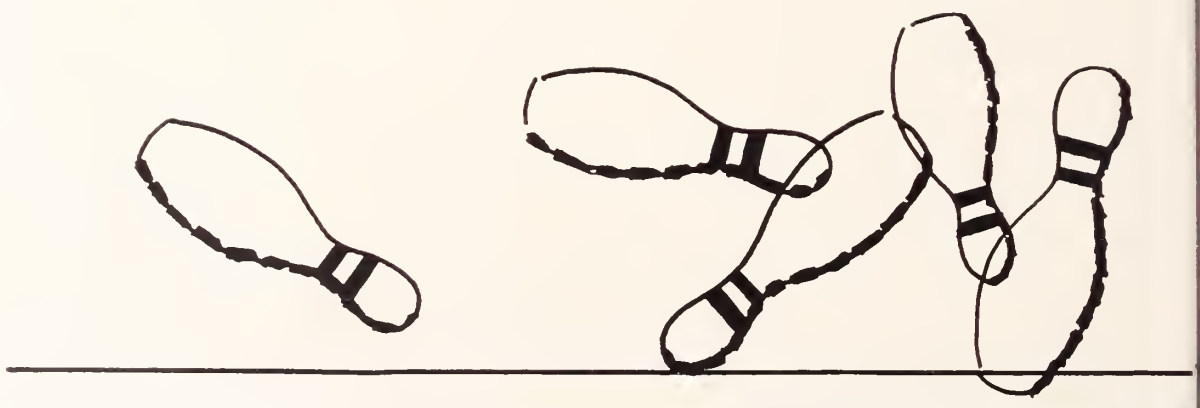
At the same time, advertising funds of local bowling proprietors appear certain to follow suit, in league with the equipment manufacturer's umbrella of sound.

The heart of the current aerial campaign, as described by AMF officials, is comprised of almost equal parts public service and promotion for the sport, with an underlying note of straight sell for the company name. The plan, conceived and administered by the advertising and public relations department of AMF itself, centers around the personal magnetism of a radio voice known to listeners for 27 years—that of Bill Stern, veteran sportscaster. It includes sponsorship of the five-minute *Bill Stern's AMF Sports Newsreel,* broadcast each week night over 328 stations of the Mutual Broadcasting System, plus a comprehensive package of radio "footwork and follow-through" by Mr. Stern to promote bowling at the local "sign of the Magic Triangle," AMF's trade design.

"Our eyes have been opened as far as radio is concerned," declares Jerry F. Donovan, director of advertising and public relations, AMF Pinspotters. "We can use it as we can use no other medium.

"Now we wonder why more companies don't take advantage of the tremendous opportunities provided by radio for identifying themselves with noted voice personalities."

AMF's own "awakening," which it attributes in large part to a Mutual presentation, came relatively recently. Noting the hold radio has on audiences during the summer, a slack season for bowling, the company first sampled a sun-time spot schedule in 1958 and was so pleased with results it repeated the order in 1959. This year, the buy was expanded to include a one-month participation



Radio strategy conceived by the firm's Pinspotters division involves expenditure of about $200,000 a year. Results are immediate as AMF promotes the sport and its products

With Radio

in *The Bill Stern Sportsreel,* which AMF says proved so effective the firm promptly undertook a 26-week sponsorship of the program and incorporated its initials into the show's title.

"There are two reasons why we're using radio," Mr. Donovan explains. "First, it's a good buy. From a dollars-and-cents angle, it's economical and efficient, and as a mass medium it reaches the audience we're seeking—the non-bowlers.

"Second, and perhaps even more important, its personalities such as Bill Stern have great identification value and can generate an amazing degree of excitement and enthusiasm on the part of the listener."

The program format—Mr. Stern's own editorial views on current sports subjects, plus up-to-date news from the field of bowling—offers a custom-tailored approach to AMF's unique problems in up-grading what was once regarded as a pool-hall pastime to the role of respected family activity, the company feels. The show's "human nature" rather than "scoreboard" aspect appeals to women as well as men; the broadcast establishes a distinctive, sportsmanlike "sound" for AMF; and it lends itself to a wide range of integrated local promotions that bring home the benefits of bowling.

Here's where the "footwork and follow-through" come in, with the familiar voice and person of Mr. Stern providing the extra mileage, according to AMF. The sportscaster's timetable includes this six-point schedule of merchandising extras for the company:

- Recording custom tapes for individual AMF bowling proprietors to use in their local radio buys.
- Making personal appearances (on the average of one a month) at bowling events selected by AMF.
- Interviewing a bowling celebrity once every four or five weeks on the Saturday evening *Bill Stern Interview* show over 200 Mutual stations.
- Making beep-phone interviews with important bowling personalities upon their accomplishment of unusual feats, and using these as editorial material for the regular five-minute AMF-sponsored show.
- Recording a "bowling tip of the week" as a regular part of the program.
- Attending a specified major bowling convention, and being available in a broadcasting booth to record a commercial or interview with any AMF bowling proprietor for subsequent use on his home-town stations.

Any resemblance between AMF



and an enthusiastic supporter of bowling is purely intentional, Mr. Donovan points out.

"We believe that anything which fosters the growth of the sport fosters growth of our company as well," he says.

At the time AMF entered the bowling business in 1952 with what it considered a revolutionary new invention—the automatic pinspotter—the sport was still struggling to overcome a public distaste for it. An ancient pastime, believed to have originated in Egypt sometime around 3,000 B. C. and known to have provided diversion for Sir Francis Drake immediately before he set sail to do battle with the Spanish Armada, the game more recently had fallen into ill repute, according to AMF's bowling "historians."

In the words of Bill Stern, "Many people—especially women—associated bowling with pool halls and dingy bars. The advent of the automatic pinspotter, however, has been a key factor in bringing bowling out of the horse parlor, where it was a marginal venture, and installing it in attractive, profitable bowling centers. Today this sport is practically a commmnity project."

Women ("God bless 'em," says Mr. Stern) recognized the value of the pinspotters long before men did, the sportscaster declares.

"Men are creatures of habit. They were used to pinboys and a barroom atmosphere, and those who bowled tended to condemn the new-fangled machinery before they even tried it. But the sudden enthusiasm of women for bowling in a respectable place where the pin manipulator couldn't make remarks about their form set off a chain reaction that boomed the sport into national prominence."

It also skyrocketed AMF Pinspotters Inc. into a dominant position in the field of bowling equipment, Mr. Donovan adds. Today the company provides an estimated two-thirds of the automated bowling centers in the United States with Pinspotters, currently leasing the machines to approximately 3,300 centers throughout the country.

Number One Sport

Bowling itself, AMF notes, is now the number one participant sport in the nation, with more than 26,000,000 adherents — and the roster is growing fast. Among representative organizations, the American Bowling Congress has 3,000,000 members, almost double its 1952 enrollment, and the Women's International Bowling Congress has 1,300,000 members, almost three times its number seven years ago

The centers, in turn, now offer such amenities as nurseries for the small fry, and are located in such key traffic spots as new shopping developments.

"The Pinspotter is leased rather than sold to the local bowling proprietor," Mr. Donovan continues.

To build local interest and participation in bowling, and therefore to increase the demand for automatic pinspotters, the company has expanded its advertising into radio to reach the widest possible audience.

"We don't want to talk to ourselves—that is, people already actively participating in bowling," the advertisng and public relations executive says. "We decided to branch out from trade advertising directed solely at proprietors, and television programs geared to the bowling fan. We wanted to tap the vast audience of non-bowlers.

"Bill Stern's program fits in beautifully with this concept. Its cumulative weekly audience is estimated at 10,000,000 men, women and children, all of whom are likely prospects for a date with bowling, the sport for all ages."

AMF, with an understandable affection for the ladies for starting the bowling ball rolling toward big-league status, aims to appeal to the distaff side of the household through the human interest quality of the Bill Stern broadcasts.

As Mr. Stern himself explains, "The average woman is not interested in sports coverage as such. Generally she's not a sports fan—bowling, to her, is a 'game.' At the same time, she enjoys hearing the 'inside story' on sports events and personalities in general if it's told minus the usual jargon.

"Radio can present sports coverage that appeals to men and women alike. It has the unique advantage of being able to inject drama and color into the subject even when there is no action. To the uninitiated, *watching* a sports event can be dull or confusing, but *hearing* an experienced sportscaster who fills in the background and gives interesting sidelights can be enjoyable to the least knowledgeable listener."

AMF regards Mr. Stern's familiar, mellow voice as an added attraction to the feminine ear.

Enthusiastic Local Support

The "follow-through" phase of the company's radio coverage elicits enthusiastic support from local proprietors, and appears to be mutually beneficial for AMF and local broadcasting stations. In keeping with his agreement to appear once a month at a bowling event specified by AMF, Mr. Stern finds himself in considerable demand as a guest performer on local programs and also as a subject for newspaper stories and pictures. His recent participation in the opening of Boston's first tenpin (as distinguished from duckpin and candlepin) bowling center rated a three-column picture in the *Christian Science Monitor,* for example.

As for Mr. Stern's offer to record custom tapes for individual AMF bowling proprietors to use on their local radio spots, the company reports that one in every 10 proprietors requested such a tape when the proposal was first made in connection with last summer's promotion. Response to the current offer is reportedly running significantly high-

er, with a final tally yet to be made.

"As the interest in bowling continues to spread," Mr. Donovan notes, "our advertising program will expand, too. Right now, for example, we're especially interested in promoting the development of bowling in New England, an area where, up until a few years ago, tenpin bowling was virtually unknown.

"We're also interested in encouraging the 'discovery' of the sport in the southeastern region of the country, where it is still relatively a stranger."

Texas, he adds, is currently being "bowled over" by the game, and Los Angeles at last count had a total of 104 AMF bowling centers wthin a 30-mile radius.

"More and more we will be interested in what local radio stations can do for us in regard to promotions," the advertising and public relations director predicts. "We like stations to help us persuade local proprietors to buy adjacencies to our air time, in order to make the most of it.

"Our spot radio, which is bought through our agency, Cunningham & Walsh, will very likely continue to be concentrated during the summer months because that's when bowling centers have most lanes freed from league play and available to individual bowlers. Summer is a good time to introduce people to the game."



PUTTING HIS NAME on the line, Bill Stern (left) signs a contract with AMF Pinspotters Inc., sponsor of his five-nights-a-week sports program on Mutual. Frank P. Downey (right), AMF vice president and head of the bowling products group, is co-signer; Jerry Donovan, director of advertising and public relations, looks on. Stern's program is aired over 328 Mutual stations.

Training Forums

To point up these facts to operators of AMF-equipped centers, the company devotes a part of its regularly-scheduled Proprietors Training Forums to the subjects of its national advertising, and how to tie in with it locally.

"These forums," Mr. Donovan explains, "are conducted by teams of AMF personnel who travel throughout the country meeting with local proprietors and advising and counseling them in every aspect of conducting a well-run center.

"We use radio to promote the idea to 'Bowl where you see the sign of the Magic Triangle,' and expect the local center to follow up both by maintaining the standards we set and adding its personal advertising to our campaign."

Here's a sample of the promotional copy used on the Bill Stern program:

(Opening)

Mr. S.: The AMF Sports Newsreel!

Music: Up and under

Mr. S.: Good evening, ladies and gentlemen, this is Bill Stern with the latest edition of the AMF sports newsreel brought to you each evening at this time on behalf of your local "Magic Triangle" bowling proprietor, by AMF, makers of a complete line of bowling equipment and supplies.

Mr. Stern's editorial commentary follows, with time out in the middle for a 20-second spot giving a tip on bowling technique or touching on some other aspect of the sport. For example:

When we think of bowling, or for that matter any sports activity, we generally attribute its participation to the young, but with bowling this is not necessarily true. In the big Chicago's American-AMF Free Bowling Clinic now in progress, the bowlers gave instructions to a gentleman who is young in spirit despite the fact he is 86 years of age—no wonder they say, "Today Everybody Bowls!"

The program closes with:

Mr. S.: That's it, that's the 30 mark for this edition of the sports newsreel presented by AMF—"Always first with the best in bowling"—this is Bill Stern speaking, thank you very much for listening. Stay tuned to Mutual for all the news.

As the sport continues to spread, and more centers spring up across the country, AMF expects radio to be even more active on its team as a direct contact with the non-bowler who hasn't yet discovered he's a kegler at heart. The score now stands at an impressive "strike" for radio, and an unlimited number of frames yet to go. • • •

A Quick Glance At People, Places And Events Around Radio-Land



ALL WRAPPED UP in a promotion caper for WCUE Akron, this fugitive from a sarcophagus and his young companion take the spotlight briefly at station-sponsored outdoor dance on Akron's Main Street. An estimated 3,500 citizens attended the event that featured recording artists present, says WCUE.



AT THE WHEEL of current safe-driving campaign, Byron Millenson (right), vice president and general manager, WCAO Baltimore, wins stop-look-listen attention of Maryland's Governor J. Millard Tawes. Awards in WCAO's state-wide contest to help promote safe driving will be presented in January.



SEEING TO IT that Philadelphia's "Fight for Sight" fund-raising is a success, WCAU "listener's men" Mike Grant (left), newscaster, and Ed Harvey (second from right), morning show personality, confer with volunteers on collection plans.



HARVEST TIME SPECTACLE in Nebraska brought two mobile units, 12 men to Neligh from WOW Omaha to give on-the-scene coverage to eighth annual state Mechanical Corn Picking Contest. Arnold Peterson, WOW farm service director, helped plan contest co-sponsored by the Omaha station, which reports 7,000 persons came to observe the automated cornpicking spectacular.



MAKING "HEADWAY" in its continuing safety campaign, WBML Macon, Ga., presents readily-visible white helmets to school Safety Patrol. Ben Porter, news director, assists Capt. Bill Adams, sheriff's department, in hatting of 54 Patrol Boys.



WHAT'S IN A NAME? Joe Grady, morning personality at WRCV Philadelphia, fishes for one worth $1,000 in drawing sponsored by Federal Savings & Loan Association. S&L staff members provide feminine guaranty of no peeking plus two male observers, while WRCV's Ed Hurst, Grady's partner, broadcasts eye-witness account.



LOOKING LIKE A MILLION DOLLARS, seven spenders from KYW Cleveland prepare for another big-money day giving away sizable fortunes in "sound currency." Million-dollar checks, each payable to "This KYW Radio Listener" and drawn on the First Audio Bank, were distributed as part of promotion contest by (l. to r.) Specs Howard, Wes Hopkins, Joe Finan, Big Wilson, Wally King, Ronnie Barrett and Dick Reynolds. Station expects to "cash in" handsomely on the stunt.



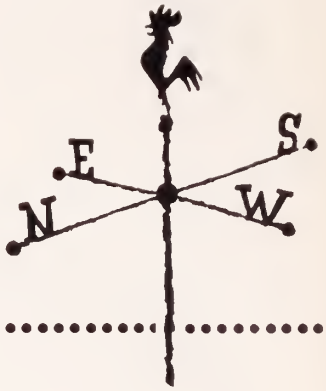
EYES ARE FOCUSED on exhibit of entrants in an art impressions contest sponsored by KSTP St. Paul-Minneapolis. Leigh Kamman, host of daily *Jazz Corner*, points out a "sound" view among the 45 abstract impressions that were put on display.



"RUFF!" says Prince, describing his pathway to success on being named Dog of the Year by KING Seattle. Asked by station announcer Buzz Lawrence (on the left) how it feels to win a three-room dog palace, $250 wardrobe, the Fort Lewis Army mascot answers "Wow!"

hometown USA

- Commercial Clinic
- Station Log
- BPA Memo (Local Promotion)
- Radio Registers



Houston Ship Fire Triggers Radio Action

Local station coverage feeds nationwide wire and network reports. Plea for foamite brings response from manufacturer 3,000 miles away



Houston radio stations instantly sprang into action during the recent emergency.

When the fire bell rings, radio can be an indispensable addition to the smoke-eater's team.

Reports from five stations in Houston serve to point up this fact in detailing radio's service to their Texas community during its recent emergency, when an oil tanker explosion in the Ship Channel endangered a major portion of the city's industrial district.

By giving immediate and detailed coverage to a blaze said to have posed a threat "potentially greater than the Texas City disaster of 1947," the five stations are credited with having performed a public service which saved lives probably as well as prevented additional destruction.

KNUZ, declared by Associated Press to have scored a 42-minute nationwide news beat on the story, has received letters of commendation from city and harbor officials for its

assistance in warning the public of existing dangers.

KTRH, the local CBS affiliate, reportedly triggered a quick response to a plea broadcast nationwide for more foamite with which to fight the raging oil-fed flames.

KPRC has been accorded praise by the NBC news bureau and individual stations throughout the country for the quality of its coverage.

Quick Action

Within minutes after the tanker *Amoco Virginia* blew up at its Ship Channel berthing last month, radio news teams were on the scene apprising their listeners of the tragedy and the efforts to combat the ensuing blaze.

The first bulletin, says Al Crouch, KNUZ news director, was flashed to AP southwestern headquarters in Dallas by his station upon receipt of a phone call from a passerby who had just witnessed the blast. As a result, according to the wire service, AP netted a 42-minute lead over its competitors in breaking the story.

Mr. Crouch and the entire KNUZ staff subsequently spent 24 hours covering the story, according to the station. Personal reports are said to have been relayed to 96 stations throughout the United States, Canada and Mexico during this period.

Letter of Thanks

In a letter of thanks to the station for its timely broadcasting, W. J. Philpot, mayor of Galena Park, an industrial area near which the tanker exploded, wrote:

"I know of nothing more important, in a disaster like that, than the proper handling of the circumstances and events occurring during such time. The people rely on this type of coverage, and it is all-important that they get the correct information, which your station gave throughout the danger period."

From the Captain of the Port, Lt. Cmdr. R. J. Evans of the Coast Guard, came this tribute:

"I am personally grateful for your assistance in warning the public of the existing dangers and for your efforts to keep the public informed of the progress made. This assistance played an important role in controlling what might otherwise have become a major disaster."

(See p. 56)

IF YOU HAVE A QUALITY PRODUCT
WHICH APPEALS TO A QUALITY AUDIENCE,

You are cordially invited
to reach
your customers on

Radio Refined

570 · WBAP

The most pleasurable concept
in aural entertainment

The Golden Tone

7:30 - 8:30 A.M.
10:30 - 12 NOON
3:00 - 5:30 P.M.

R.S.V.P.
3900 BARNETT
FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES PETERS GRIFFIN WOODWARD



Would you like to give your friends a Gift Subscription To U. S. RADIO?

. . . at 1/3 Off Regular Subscription Price
. . . $2 Instead of $3.
And a Gift Card Which Will Be Mailed To Each Recipient.

TO RECEIVE . . . or have your friends receive U. S. RADIO at the Special Holiday Rate
Mail your order ***NOW!***

KTRH played a key role in channeling much-needed foamite supplies into Houston to combat the fire, according to CBS, the station's network affiliation.

Message Relayed

When KTRH broadcast the appeal of Floyd Miller, local civil defense director, for more of the chemical when Houston's existing supply was exhausted, CBS interrupted a coast-to-coast program to relay the message across the nation.

Mr. Miller's plea, which broke in upon the network's broadcast of the New York Giants-Chicago Cardinals professional football game, evoked the desired response in a matter of minutes, CBS says. Phone calls to its New York office from various sources throughout the country included one from American LaFrance of Elmira, N. Y., manufacturer of foamite, which informed the broadcasting company of a stock of the chemical available near Houston. CBS News Editor Jack Slocum in New York then contacted the U. S. Air Force to set in motion an air-lift of the material to the beleaguered Texas city.

Four hours later, the Houston Civil Defense office informed CBS News that the community's foamite needs had been satisfied, thanks to the broadcast appeal originating with KTRH, the network reports.

Ingenuity and Persistence

Extensive coverage of the spectacular blaze by KPRC entailed ingenuity and persistence, this station recounts. Its entire news staff, headed by Pat Flaherty, concentrated on the task of detailing each new development in the battle with flaming oil.

In one instance, the station recalls, Tom Jarriel managed to slip past obstacles barring newsmen from the private oil dock where the blazing tanker was berthed. After long hours of telephoning repeated eyewitness reports to KPRC from a pay telephone "mere yards from the spot where the tanker burned," he ran short of dimes. Thereupon, to safeguard the KPRC vantage point for covering the fire, one of Mr. Jarriel's colleagues posed as an ambulance crewman to deliver a fresh supply of coins to him through the cordon of guards.

The NBC affiliate notes that in the course of its coverage it provided 15 direct reports to the network, including a five-minute special feature which pre-empted regular programming.

In addition, KPRC made 44 direct reports to 28 stations by phone at their request—including outlets in 13 states, and Edmonton, Toronto, Winnipeg, Manitoba and Vancouver, B. C. It also supplied on request a special report to the New York *Daily News*.

KRCT, a Mutual outlet, moved quickly on the fast breaking story. Staffer Don Collings was able to get the first report on the 11:30 p.m. edition of the network's *Operation Newsbeat*.

When KRCT went off the air, KNUZ filled the gap, as Paul Beck covered the event through the night locally, and the Mutual newscasts at 7, 7:30 and 8:30 a.m. Going back on the air the next morning, KRCT picked up the story once again. • • •

MINNEAPOLIS-ST. PAUL

WPRC ADULT RADIO

...going forward FAST

2 now*

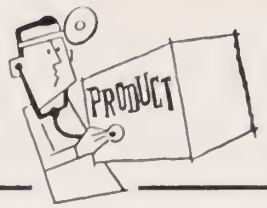
WHAT NEXT ? !

* Rating details on request

William V. Stewart
President

Daren F. McGavren Co.
Nat'l Representatives

commercial clinic



Music in Commercials Makes The Difference—Biever & Stein

Music is sometimes relegated to the status of a "silent" partner in the preparation of a radio commercial, according to composers Lou Stein and Curtis Biever. This is unfortunate, they feel, for the musical portion of a commercial is like a double-edged sword. If properly used it can establish a responsive and receptive mood, heighten the impact of the copy, and be an active and positive selling force. Improper or careless handling can not only seriously dilute the effectiveness of a commercial, but it can even cheapen the product it is trying to sell.

These views are expressed by the principals of Biever & Stein Productions Inc., New York. Working as a team for a little over one year, Messrs. Biever and Stein have written, arranged, scored and recorded jingles and background music for 30 different clients, with products ranging from Cannon sheets and towels to the 1960 Mercury line.

Bring In Early

"In order to get the fullest advantage from a jingle or background music," Lou Stein says, "the composers should be brought into the picture as early as possible. Very often a particular point can be emphasized or dramatized with a combination of words and music. Or a musical effect can be used as a substitute for some copy, and thus make it possible to get an additional selling point to the spot."

Showing the effects of working so closely together as a team, Curtis Biever picks up the thought. "Economy is still another reason for working out the musical details of a commercial during the early development stages. If we are brought in at the beginning, it is much simpler to prepare material and work out orchestrations and arrangements that will achieve the desired objective, and still remain within the confines of the budget.

Continuing to explore the cost factor, the two musicians point out that a typical one-minute spot using original music runs in the vicinity of $1,250. This includes preparation of the music, lyrics, the legal rights to the material, a small orchestral combination and one vocalist. Mr. Stein explains, however, that more than one spot is usually recorded, and the costs drop considerably when a series of commercials are taped at one session.

"Original background music is particularly important in a radio commercial where the entire appeal is aural," Mr. Biever says. "In television you have something visual to help you get your message across, but in radio your music must be a counterpoint that highlights the announcer's delivery and sales message. It is extremely important to realize that when fitting the music to the message that the theme is not used merely as punctuation. It should be employed where it best fits in with the meaning of what is being said. Often we will have several significant musical changes in the course of a single sentence. Later we might let whole sentences go by without a variation in the music."

Current Example

As an example of this, Mr. Stein points to the radio spot series his firm recently composed and orchestrated for the 1960 Mercury automobile in which two pianos, bass and drums were employed (the agency was Kenyon & Eckhardt):

ANCR: A few pennies a day, that's what you <u>might</u> save on a car with a low priced name, but you won't get MERCURY comfort. Comfort that comes from foam-cushioned seats.

(Attention-getting opening, then two pianos simulating dropping pennies, and from there into a warm version of the Mercury theme.)

ANCR: Room for six, with space between Comfort that stays with you from dawn to dusk on long trips.

(Musical transition into a brighter key and pick up the tempo.)

ANCR: You won't get MERCURY'S new road-tuned wheels.

(Mercury theme under and up in full.)

ANCR: Wheels that roll with a punch when you hit a bump to soak up the shock.

(Slight variation of the Mercury theme but with an added intensity.)

ANCR: Pennies a day, that's what you <u>might</u> save on a car with a low-priced name.

(Music comes to a stop, this leaves copy in the open and permits music's use in the next sentence to point up what follows.)

ANCR: But you won't get Mercury economy. Economy that saves a dollar every-time you fill'er up with regular gas. And you won't get Mercury's sleek-lined style, style that sets you apart,

(Mercury theme comes in again. It now has a full, swinging "open-road" feeling.)

ANCR: Make you GLAD YOU BOUGHT A MERCURY.

(This is the jingle's main line and its power is underscored by bringing Mercury theme to a full finish with a flourish.)

ANCR: This week see the 1960 Mercury, the best built car in America, at quality headquarters, your Mercury dealer. • • •

station log



► **News:**

Can radio stations provide complete newspaper coverage for residents deprived of their daily papers because of a printers' strike? Judging from the results of the recent Boston strike, the answer is "yes."

Besides up-to-the-minute news developments, reports from Boston stations indicate that radio carried such newspaper services as obituaries, features, editorials and comics. Much of it was accomplished with the help of newspaper writers.

WCRB, working closely with the *Boston Globe,* used taped stories and commentaries by *Globe* writers, broadcasting direct from the paper's city room. Four major round-ups were added to each day's schedule.

WBZ mobile units covered the city on a 24-hour basis. The station increased its daily five-minute newscasts to 10 minutes, and sometimes 15 minutes when necessary. It also tapped the services of newspaper personnel located at permanent news outlets throughout the metropolitan area.

WEEI used newspaper writers to broadcast feature news not usually carried by the station. In addition, five-minute afternoon segments supplemented regular news programs.



George B. Burrus (left), president of Peoples Drug Stores, Washington, D. C., receives Gold Mike from Ben Strouse (right), president of WWDC. Award was made to honor 10th anniversary of Peoples sponsorship of newscasts.

► **Public Service:**

United Fund drives have been getting boosts from radio activities throughout the country.

KQV Pittsburgh came up with a one day 8 a.m. to 6 p.m. promotion called "Million Dollar Monday." Volunteers including industry executives and social leaders not only spoke for the fund, but took over weather, time and temperature announcements, record introductions and sportscasts.

Top leaders from St. Louis pinch hit for station regulars in a Monday through Saturday drive at KMOX. Figures from the fields of business, religion and sports pitched in for the promotion.

KSFO San Francisco moved its entire studio to a department store window from 6 a.m. to midnight for the United Crusade. Deejays, engineers, newsmen and sportscasters moved into the window with microphones, turntables and teletypes for the two-day drive.

Four stations cooperated in an hour-long four-city network show in the Shenandoah Valley marking the opening of the United Fund drive there. Stations participating were WINA Charlottesville, WSVA Harrisonburg, WAYB Waynesboro and WTON Staunton.

WISN Milwaukee has launched a new series designed to focus community attention on the juvenile crime problem. Called *Youth Crime —Milwaukee,* the program is aired 10 times daily, Monday through Friday, and hosted by Don Froehlich, WISN news director. Prominent local citizens, close to the youth crime situation, appear as speakers.



"Live and Learn" key awards were presented to six outstanding Scranton students by the National Association of Broadcasters in cooperation with WEJL Scranton. (Seated, l. to r.) Bill Pierce, WEJL promotion director; Ann McGlinchey; Frederick Schoeps; the Reverend Bernard R. McIlhenny. (Standing, l. to r.) WEJL programming and sales manager Hugh Connor; John Masaitis; Cyril J. Calpin; Albert T. Jones; the Reverend Robert J. Gibson; Gary Lee Moore, and Joel Miller.

► **Programming:**

KPOP Los Angeles now tells its listeners they're only a minute away from music at any time of the day. From sign on to sign off, the musical format will have no interruption more than a minute long. Every announcement, too, has a one-minute maximum. Commercials and newscasts are included in the one-minute limit, with sports results announced as they come to the station.

► **Radio Activity:**

KABC Hollywood, ABC owned and operated station, went into its 31st year last month. • • •

BPA memo



Key Owners Listen When Winning Cars Switch Sites

About 21,000 listeners came to try their luck when WKY* Oklahoma City offered a 1960 Chevrolet and two Corvettes to the winners of its "KY Key Club" promotion.

Listeners wrote in to the station for numbered keys. Three of the keys fit the locks of the three cars offered. Entrants were instructed to appear at WKY studios at a designated time and date.

Six days of rain showed the success of the event. Muddy conditions made it necessary to change the site to a paved parking lot just three days before it took place. Heavy on-the-air promotion notified listeners of the change. All 21,000 showed up at the right spot, WKY states. Not one person appeared at the studios!

Place Mat Promotion Wins Fans, Sells Time, Too

Restaurant place mats in Cedar Rapids not only promote WMT*, but sell radio time for the station as well.

Tait Cummins, WMT sports director, and Jim Bowermaster, promotion manager, came up with the idea to involve the football fan in a contest while he's waiting for his food. Photos and information on Mr. Cummins' choice of Iowa's all-time eleven are printed on the mats. In addition, a coupon in the lower right hand corner invites customers to guess how the Big Ten will finish this year. Coupons are forwarded to WMT by the restaurants. Ten winners will receive famous name radios.

The restaurants receive place mats in direct proportion to the amount of radio time they buy. WMT salesmen have added 15 new restaurants and night club accounts, and have distributed 200,000 place mats since the promotion began.

The first promotion is limited to football. The idea has been so successful, however, that the station now plans a similar promotion and contest for each sports season.

Student Awards High On List of Civic Promotions

A four-year college scholarship worth $1,330 at Evansville College will be offered by WJPS Evansville and the Kennard Oil Co.

Object of the scholarship is to promote the station's listening area to business and industry, according to Verne Paul, general manager of WJPS. High school students, beginning this January, will be asked to write an essay on why they want to live and work in the three-state area. The essays will be judged by Evansville College officials, with scholarship taking effect next fall.

In another student directed promotion, KXL Portland, Ore., is running a contest to find the city's outstanding high school student every week. Nominations from parents, teachers and students will help determine the winners. The station hopes to choose a "Student of the Year" from the weekly winners at the end of the school year.

Pre-Sell Radio Booms Annual Store Promotion

A 55-minute broadcast by WHTN Huntington, W. Va., helped kick off Preview Night for this year's Montgomery Ward Week promotion.

Ward Week is the store's annual fall promotion. By way of introduction, the store is open for Preview Night the first Monday night of the week.

The broadcast began at 5:05 p.m., five minutes after the store closed for the day. D.j. Ken Jones handled the show from the front of the store. He interviewed store personnel, told what the night's events would bring, and invited listeners to come for entertainment, refreshments and bargains.

A total of 24 one-minute spots announced the event for two days before it began. When the doors opened at 6 p.m., 500 customers poured in, according to WHTN.

New Station Uses Contest To Help Spread the Word

As part of its program to introduce itself to the community, KRLA Hollywood, new 50,000 watt station, is investing more than $30,000 in a "Secret Word" contest.

Participants must listen to all of the station's six new d.j. personalities to learn each program's secret word, and submit the list. A drawing will be held at the end of this month to determine the 1,100 prize winners. Grand prize is a 1960 Corvair.

Thrifty Drug Stores is cooperating with the promotion, including the distribution of 300,000 entry blanks and the use of point-of-purchase display material. Entry blanks are also being incorporated into the ads KRLA is running in 28 newspapers. The station salutes a different community each day.

In addition to the intensive three week newspaper campaign and the chain store tie-in, the station is making use of continuous on-the-air promotion.

Weekend Invitation Draws Heavy Listener Response

Owen Spann, KCBS* San Francisco personality, need have no fears about traveling alone. Mr. Spann asked his listeners if any couple wanted to be his guests on a jet flight to New York and a weekend at the Waldorf-Astoria.

Over a two-week period more than 1,900 listeners, from 28 California counties, took Mr. Spann up on his "invitation." Contestants were asked to complete the statement, "I want to fly with Spann because . . ." in 25 words or less.

Entries from prospective "weekenders" came into KCBS in a variety of sizes and shapes. Included in the assortment were post cards, billboards and six-foot banners. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

PATIENT AID



The National Foundation finances modern care and treatment to prevent the tragic results of crippling diseases

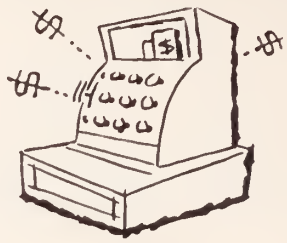
birth defects
arthritis
polio

JOIN THE NEW MARCH OF DIMES

NF
THE NATIONAL FOUNDATION

HOMETOWN, U. S. A.

radio registers



DEPARTMENT STORE

Higbee's department store in Cleveland cooperated with station WERE in a special program featuring the RCA Victor album "60 Years of Music America Loves Best." The three-hour showcase ran from 8 to 11 p.m. Listeners were invited to telephone the station to order copies of the album, on a c.o.d. or charge arrangement with Higbee's. At the end of the broadcast, 1,231 albums had been ordered by the audience for a total of over $4,900 in sales, according to the station. Higbee's reported a morning response the next day totaling 158 orders by noontime.

RADIO DEALER

David Beatty High Fidelity in Kansas City, Mo., recently ran a month-long advertising promotion over KXTR (FM) featuring Zenith am-fm radios. Selling price of the radios was $59.95 each, with the cost of the campaign placed at $100. According to reports from the station, the store sold over $6,000 worth of radios in the 30-day period, averaging over three sets a day.

GROCERY STORE

The Northern New York Grocery Co., in Potsdam, N. Y., turned to WPDM to promote special sales. Northern ordered 10 early morning spots featuring a "strawberry special" one Tuesday. According to the store's manager, people were waiting to enter when it opened at 9 a.m. They sold 966 quarts, limiting two to each customer, and exactly tripled their volume over any previous Tuesday business.

DEPARTMENT STORE

A. T. Johnson's Galesburg, Ill., department store, began a half-hour weekly program direct from the floor of its appliance department over station WAIK. The show is an audience participation program featuring demonstrations, refreshments and prizes. In its fourth week on the air, the broadcast drew an SRO crowd of over 70 women. Store manager Gene Pech says that after three programs appliance department volume had tripled over the same period one year ago.

report from RAB

How Much Do You Know About Radio's Dimensions?

How much do you know about radio? As an informal barometer, why not take this brief, unrigged quiz?

Questions are based on information contained in "Radio Facts Pocketpiece," a concise pocket-sized collection of radio facts and figures, prepared by RAB. A copy of the pocketpiece can be received by writing to Radio Advertising Bureau Inc., 460 Park Avenue, New York: (Correct answers appear at the bottom of the page.)

(1) Radio's dimensions are almost as eye-catching as Jayne Mansfield's. According to RAB's estimate, how many million working order radio sets are in the U. S.?

☐ 111.5 ☐ 146.2 ☐ 155
☐ 200

(2) There are more radio sets in autos today than there were radio sets in homes in 1947. According to RAB's latest estimate, how many million cars are radio equipped?

☐ 34 ☐ 36.5 ☐ 37.9
☐ 39.2

(3) Every year, about 4 million babies are born in the U. S. In 1958, according to RAB's estimate, how many million radio sets were sold?

☐ 4 ☐ 12.2 ☐ 14.7
☐ 15.8

(4) Even in communities heavily saturated with tv sets, consumers keep buying radios at a rapid rate. Most of the new radios are located, not in living rooms, but in areas where competition with tv is at a minimum. In a community with even more tv sets than the average, do most new radios go in the

☐ Bedroom ☐ Workshop
☐ Den ☐ Kitchen

(5) According to the Department of Agriculture, 66 percent of all men drink beer during an average week. What percent of professional men listen to the radio?

☐ 66% ☐ 88% ☐ 90.4%
☐ 91.2%

(6) How much does out-of-home radio listening add to the in-home totals in an average week?

☐ 10% ☐ About one-third
☐ 50% ☐ 60%

(7) According to *Sales Management,* 44.5 million U. S. homes are equipped with tv sets. How many million U. S. homes have at least one radio?

☐ 44 ☐ 46.5 ☐ 47
☐ 47.4

(8) When Fact Finders asked: "Where would you go to find out if the rumor was true?" 23.3% of those polled said tv. How many picked radio?

☐ 45% ☐ 53.5%
☐ 55.8% ☐ 60%

(9) Any dealer selling any sort of auto-connected product (from the auto itself to gasoline) considers radio's auto-power a medium in itself. In 1958, spot radio's leading advertiser was

☐ Ford ☐ General Motors
☐ Chrysler ☐ Stutz-Bearcat

(10) Radio's audience is always primarily adult. While only 62 percent of tv's 7 a.m. till noon audience is adult, radio's audience during the same period is:

☐ Under 80%
☐ Between 80% and 85%
☐ 87.5% ☐ 90% • • •

The answers to RAB's quiz:

(1) 146.2 million radios; (2) 37.9 million car radios; (3) 14.7 million homes have at least one radio; (4) Bedroom, 38.7%; radios sold; (5) 90.4% professional men listen to radio; (6) About one-third; (7) 47.4 radio; (8) 55.8% picked radio; (9) General Motors; (10) 90%.

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



A local public service campaign meant big new revenue to radio station WTJS, Jackson, Tenn. RCA Thesaurus provided the plan! Leslie Brooks, Assistant Station Manager, describes what happened:

"20 sponsors participating in Thesaurus 'School Safety Campaign' five days a week...everyone enthusiastic about this great community service feature . . . we're taking in $1,600, *all new and additional* business."

New revenue, anyone? Write today for RCA Thesaurus details!

RCA THESAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

THEY KNOW WDBJ RADIO HAS REAL SALES POWER



PAXTON C. JUDGE
Vice-President, Roanoke Div.
THE KROGER COMPANY
"We've used WDBJ Radio for twenty years and have found it to be a productive medium."

R. E. FOUTZ
Secretary-Treasurer and Manager
ROANOKE GROCERS, INC.
"Our quarter-hour morning program has paid handsome dividends over a 6-year period—reaches homemakers we want to sell."





F. W. JOSEPH
District Superintendent
COLONIAL STORES, INC.
"WDBJ Radio has done a fine job helping us to build customer acceptance since our entry into Roanoke's competitive market 5 years ago."

WDBJ CBS RADIO
Roanoke, Virginia
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

MEMO

to: ALL Time Buyers

from: Milt Klein, KEWB

We didn't have time to get up a slick ad . . . but did you know that KEWB has gone from a big, fat 0 to NUMBER TWO in the San Francisco-Oakland market in only 5 months?

Both Oct./Nov. Hooper and Oct. Pulse give us an average total audience share of 15%.

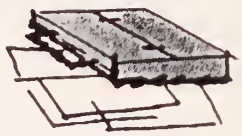
KEWB

Bermuda Bldg., Oakland 12, Calif.
EXbrook 7-2891
TEmplebar 6-0910

MILTON H. KLEIN, Gen. Mgr.
THE KATZ AGENCY, INC., Natl Sales Rep.

A Service of Crowell-Collier Broadcast Division
Robert M. Purcell, Director

report from representatives



McGavren Salesmen Learn Market Through First-Hand Visits

Salesmen from Daren F. McGavren Co. are learning first hand about each market covered by the stations they represent through a systematic scheduling of visits.

Under a new plan started in September, every salesman from all McGavren offices throughout the country will spend one week in each of the markets represented by the firm. The plan will involve 15 salesmen at offices in New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles. Within two years, according to President Daren McGavren, each salesman will have covered every major market.

Serves Double Purpose

The plan serves a double purpose. First, it better serves the client, Mr. McGavren states. A standard complaint from the stations is that representatives don't know enough about the markets they're selling, he says. "First hand knowledge gained by visiting salesmen will enable them to do a better job of representing their clients to the agencies."

Secondly, salesmen will benefit by the help they give to timebuyers eager for new sources of information. "They'll be able to provide up-to-date data on stations and markets known to the agencies only on paper," Mr. McGavren states.

Each salesman will take four trips a year, one in each quarter. Journeys have been arranged so as not to interfere with selling time. Itineraries have now been planned through the third quarter of 1960.

When the representative arrives in a city, he contacts the station manager, who briefs him and suggests a local schedule. The representative calls on advertisers and prospects with the local salesman. He covers retailers, wholesalers, and distributors in the area. He visits the local Chamber of Commerce and talks with leading businessmen. He listens to all the stations, becomes acquainted with their program schedules and determines what audience each is likely to attract. He learns everything he can about the market. Frank Woodruff, director of research and promotion, points out, "This isn't just a station visit. It's a market visit."

Salesmen Happy

Salesmen are happy with the plan. Comments Roger Hudson about his recent trip to Akron, where McGavren represents WAKR, "I find myself talking with much more authority on the market."

Information picked up on the visits has already proven valuable. One salesman has been able to use factory work shifts in one market as a special selling point. He found that automobile traffic is heavy at 5:50 a.m. when workers are traveling to and from their jobs. He came back, reported this to Gulf Oil Corp. and sold them time at that hour.

In another instance, the salesman learned what kinds of audiences each station attracts. He was, therefore, able to sell duPont Zerex on a schedule, based on his personal knowledge of a station's programming image.

The McGavren firm feels the main difficulty in conducting the trips is the cost involved. The trips are expensive and results can't be charted.

It takes a long range view to appreciate the value of the plan; reactions have already been favorable, however, the firm states. The stations are pleased and so are the timebuyers, Mr. Woodruff states. And the company is convinced that better knowledge of the market makes better salesmen. • • •

Last year, traffic accidents killed 37,000, injured 1,400,000

. . . and they wasted Five Billion Dollars!

Traffic accidents' human toll is so tragic we sometimes overlook their staggering economic waste. Five Billion Dollars in lost wages, medical expenses, insurance costs and property damage! Your business—every business—shares in this loss. So you have a double interest in helping reduce traffic accidents. And you *can* help! Drive safely and obey the law yourself . . . certainly. But go further. Use your influence to promote safe driving and urge strict law enforcement. To make your efforts more effective, join with others working actively to reduce traffic hazards in your community. *Support your local Safety Council!*

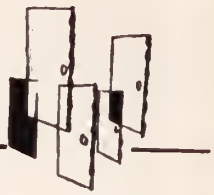


Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

WPOP
NOW
#1
In HARTFORD
Connecticut
Share of Audience
Pulse—May, 1959
MORE LISTENERS PER DOLLAR!
BEST BUY BY FAR
WPOP
Phillip Zoppi
General Manager
Adam Young, Inc.
Nat'l Rep.
A TELE-BROADCASTERS STATION

here is... modern radio
Be BRIGHT. Start NEW YEAR RIGHT. Use RADIO
HUCKSTERS and AIRLIFTS! MORE SPONSORS—
MORE LISTENERS—MORE SALES. Judge for your-
self! Write for SHOWCASE disc.
LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

report from agencies



Agencies Use Many Sources For Creation of Musical Ads

Where do agencies go for the music in their commercials?

To find out how agencies go about planning and producing a musical commercial, Phil Davis Musical Enterprises Inc., New York, independent producers, commissioned Barnaby & Associates to conduct a survey among advertising agencies throughout the country.

Questionnaires

Nine questions were included in a questionnaire mailed last September to 383 people in 223 different agencies in the United States and Canada. The total questionnaires returned was 132 or 53.8 percent, by 120 of the agencies. In some agencies where questionnaires were sent to several individuals, the reply was consolidated into one reply which was considered a statement of agency policy. In all cases, respondents were given a choice of answers and asked to check the one that best reflected their practices or their agency's policies.

Of those replying, 82.6 percent said they usually employ the services of musical commercial specialists. Some commented, in fact, that they formerly had produced their own music, but have recently turned to independent companies. A total of 86.7 percent said that their experiences with independent producers have been satisfactory. Of those not usually employing musical producers, 19 percent produce their own music, while 6.6 percent turn to a film company or recording company. (Since some of the agencies tap more than one source for music, percentages add up to more than 100.)

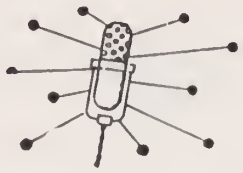
Agencies apparently call in the producers when they start planning the commercial. For example, 68.6 percent checked the statement which asserted, "We think it is desirable to discuss the project and formulate plans in collaboration with a qualified musical producer." On the other hand, 27.2 percent checked, "We prefer to determine the approach and set the specifications for the music prior to consulting the musical composer-producer." Comments by some of the agencies indicated that they prefer to "establish copy line and general mood" or "like to indicate what we are trying to accomplish" before the producer sits down to work.

After contracting with a producer, practically all the agencies want a presentation of some kind to audition the ideas submitted by the producer. A small number (13.2 percent) expect a formal production recording, although most, 77.6 percent, prefer what was called a "rough layout" recorded demonstration of the musical material before proceeding with the finished production.

Should the agency get a bill for the presentation? Most of the agencies (65.3 percent) said they would expect to be billed. Over 40 percent quoted $250 as a reasonable and practical fee for a demonstration recording, though 23.1 percent thought the presentation should be a speculative risk for the producer. About 24 percent commented that the cost depends on the job, while several respondents noted that the cost of the demonstration should be added to that of the final production.

On the question of who is to handle the many and complex details involved in production, from casting to arranging to bookkeeping, 62.1 percent of those replying prefer to let the producer assume all responsibility for all the detail work and be billed in a package. However, 7.4 percent prefer to handle all the details themselves, while 26.4 percent would like to have the producer supply the creative services and coordinate and supervise production, leaving the agency to handle the administrative and financial details. • • •

report from networks



► NBC:

Contracts totaling $1.25 million in net sales, from 17 advertisers, have been reported by NBC Radio. This new business came in during the two-week period following last month's NBC Radio Affiliates meeting, according to Matthew J. Culligan, executive vice president in charge of the radio network.

Mr. Culligan interprets this spurt in business, which he describes as one of the largest amounts placed in any two-week period during the past 10 years, as an endorsement by advertisers, as well as affiliates, of the network's new programming plan. By the end of last month, 95 percent of the affiliates had pledged full clearance of the new NBC radio network schedule. Two programs, *Daily Business Trends* and *Man On The Go*, will become part of the NBC Program Service.

The more than $4 million in sales are in *News-On-The-Hour*, the *Emphasis* segments, *News Of The World* and *Monitor*. Included among the advertisers are Gillette Safety Razor Co., Renault Inc., Sylvania Electric Products Inc., Union Carbide Co. and Vick Chemical Co.

► ABC:

Four firms have signed on as sponsors of a quartet of ABC Radio programs. Network president, Edward J. DeGray, states that new sponsors are Lewis Howe Co., Hastings Mfg. Co., Whitehall Laboratories Division of American Home Products and Vitamin Sales Co.

Lewis Howe will be represented on the airways four days a week on the *Weekday News* for 52 weeks. Hastings Manufacturing will share sponsorship of *Paul Harvey News*, five days a week. Whitehall Laboratories has signed as a participating sponsor on Don McNeil's *Breakfast Club*. *Story Princess*, a Saturday morning show, is now carrying the banner of Vitamin Sales.

► CBS:

Sales representing more than $2.25 million in new business have been written into the books of CBS Radio, George J. Arkedis, vice president in charge of network sales, reports. One of the 52-week buys is a combination package of daytime dramas, *House Party*, and news programs by the A. E. Staley Manufacturing Co. Erwin Wasey, Ruthrauff & Ryan Inc., New York, placed the contract.

Maremont Automotive Products Inc., Chicago, is contracted to co-sponsor *Sports Time*, through Waldie Briggs Inc., Chicago. The Curtis Publishing Co., Philadelphia, is expanding its schedule of *Impact* segments and daytime dramatic series via BBDO Inc., New York. Other new buys, all for sponsorship of daytime programs, are from Coats & Clark's Sales Corp., Tetley Tea Co., Sylvania Electric Products Inc. and Calgon Co.

► MBS:

In making a plea for a single ratings standard "such as publishers' Audit Bureau of Circulation," Robert F. Hurleigh, president of the Mutual Broadcasting System, suggests that "all rating services begin to consider developing the type of service that can check a larger percent of the population than the three/ten-thousandths of one percent now providing the base for most surveys."

Agreeing that "some of the greatest selling ideas originated from Madison Avenue," Mr. Hurleigh feels, however, that ratings have been used as a "crutch."

Continuing with his contention that ratings alone are not enough of a yardstick, Mr. Hurleigh draws a comparison with newspaper circulation. "We checked 26 newspapers in major cities . . . on the basis of their leadership in local display lineage sold," he says. "These 26 led the lineage parade—but only half had the top circulations in their areas. Ratings are circulation," Mr. Hurleigh maintains. • • •



• Want a greater cumulative audience for your saturation spot campaign? Like to get more attention . . . pull a bigger response to your program . . . increase sales?

Then check WFBM first—*where every minute is a selling minute!* Greater program variety means more pulling power . . . gets more audience turnover hour after hour.

Ask us how WFBM can sell for you in this big, rich midwest market!

Represented Nationally by the KATZ Agency

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

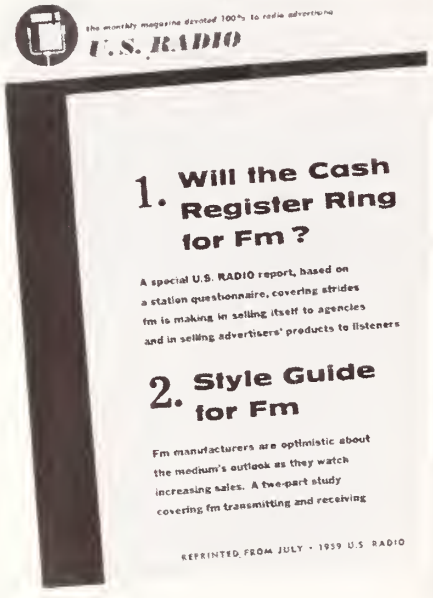
- **COLUMBIA**
- **JEFFERSON CITY**
- **MEXICO**
- **FULTON**

A tip to Timebuyers—

. . . There *is* a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands . . . More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—*SELL!* . . . with a day by day program that's "hot" for Missourians . . . keeps 164 local and national clients hot on the trail of millions of "spending dollars"—Get the story *now* from JEPCO offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel: Midway 2-3341

KFAL RADIO 900 kc 1000 w



Reprints of selected articles and features in U. S. Radio are available in the above form. Other articles and features in U. S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints *U. S. Radio*
50 West 57th Street
New York 19, N. Y.

report on FM

Stations Move to Fill Gap In Audience Research

With the growing interest in fm, stations are continuing to move quickly to fill the void in audience research, the gap that must be closed for fm to maintain its upward swing.

Two new surveys—one in Pittsburgh and the other in Milwaukee—have been reported (also see *Report on Fm,* November 1959).

WKJF-FM Pittsburgh conducted a survey to determine listening habits and to draw a profile of its audience. WTMJ-FM Milwaukee has determined what the new fm families in its area like to hear.

Both surveys were in the form of mail questionnaires. WKJF-FM selected 500 names at random from mail received in its studios. Each of the questions had multiple choice answers. Respondents were asked to check the appropriate answer.

The questionnaires were sent out in July and August. The final report was compiled from 333 returns in September.

The favorite listening time, according to the report, is in the evening. About 56 percent of those replying showed preference for the entire evening period, from 6 p.m. to midnight. About 33 percent preferred the 6 to 9 p.m. period. The station also found that 80 percent of its listeners tune in every day and 64 percent listen for more than four hours a day.

As to what kind of audience it has, the station reported that 39 percent classed themselves as "professionals." This makes up the largest single group. Sales, service, craftsman, and operative occupations were checked by 21 percent. Another 15 percent were in managerial and executive positions, while 23 percent were in other fields.

The average median family income of the respondents is $7,730. According to the survey, 53 percent of the listeners have annual incomes between $5,000 to $10,000.

WTMJ-FM first surveyed Milwaukee distributors and key retail outlets. It reported that 12,718 fm sets were purchased in the first nine months of this year. This represents an increase of nearly 13 percent in fm receiver ownership in the Milwaukee area. (According to the *Milwaukee Journal* Consumer Analysis for 1959, 98,233 homes in Greater Milwaukee had fm sets. Fm penetration in the area is now about 35 percent.)

The station then mailed questionnaires to 245 of the new fm set owners, with 81 families, or 33 percent, replying.

It found that its new listeners want news, music and informational programming. They also like the broadcasts of the Braves baseball games on fm. Respondents also noted that they like to hear on fm some of the local personalities now heard only on am.

In its musical preferences, 31 percent name semi-classical music as their favorite. This was the most popular kind of music reported. Another 23 percent prefer classical music, and 8 percent like Broadway shows, 5 percent name jazz as their favorite, and another 5 percent said they like "popular" music.

Fm Activity

Cool School of Jazz is KNOB-FM Hollywood's new two-hour Saturday afternoon show. Aimed at teenagers, it presents jazz as an art form, shows how it developed and where it's going. Sports and social events of interest to teenagers will also be featured.

WAFM is a new Miami fm station. It features a format of concert music, and is represented nationally by Good Music Broadcasters.

The new mailer being sent out by WFBM-FM Indianapolis is called "Information about Fm." It describes the new station's programming, and answers general questions about fm. • • •

report from Canada

Like Neighbors to the South Programming Is of Great Concern

Canadian radio stations, just like their neighbors to the South, have become more occupied with matters concerning their programming activities.

CJMS Montreal, for example, prepared a booklet describing its programming schedule and how it is altered to meet current needs. Also, CJOB Winnipeg has altered its music policy, with the new theme being: "If you can't sing or whistle it, we won't play it!"

The CJMS brochure, "Around the Clock With CJMS," was mailed to over 2,000 broadcasting, agency and production company personnel. Its format of "around the clock" begins with its 6 a.m. show that gives short capsule stories of all the shows up until the midnight-to-6 a.m. show.

In the Morning

For the first three and one-half hours in the morning, *Phono Micro* features up-to-the minute local, national and international news every 15 minutes, all-French music, and such highlights as a "birthday club" and a salute to the outstanding couple in Montreal.

Morning Carousel is heard from 9:30 a.m. until 12 noon over CJMS, aimed specifically at the housewife.

The station points out that an effort is made to reach women between the ages of 19 and 45 "because these are the women who purchase the bulk of household supplies in French Montreal."

Geared to lunch-time family listening, *Special Delivery* is heard from noon until 2 p.m. This program features news, weather, sports and selected popular records.

A live and on-the-spot show, *The Queen of Hearts,* is presented from 3:30 to 4:20 p.m. Conducted at the Le Cafe Provincial, "the show attracts between 300 and 400 spectators each day," according to CJMS.

Following a 45-minute show of top French and American hits, personality Frenchy Jarraud hosts another on-the-spot show, *Dancing Cocktail,* which is conducted from Montreal's Latin Quarter. After this, is a man-around-town type show, *Town Gossip,* which allows people to give their opinions on various current topics of interest.

Evening Schedule

The evening CJMS programming schedule concerns itself with providing good and varied music. *Musical Caravan,* from 6:05 to 7 p.m. and 7:30 to 11 p.m., features a balanced program of top Parisian, French-Canadian and American hits as well as the best dance bands. For the next hour—until midnight—the station presents special live orchestra music from different night spots in Montreal and from midnight until 6 a.m., a show titled *Till Dawn* provides a wide variety of musical selections, including time, news and public service features, according to CJMS.

CJOB has launched its "Operation Switch On" drive, "aimed at restoring radio to its rightful place as a source of first-rate entertainment. By featuring popular music that appeals to all tastes and age groups, CJOB expects to provide "the incentive for switching on" radios that may stand silent much of the time, the station says.

According to J. O. Blick, president of CJOB, "The new programming will be aimed at a broader, more mature audience, and it stands to reason one with a far greater buying power."

He continues: "Our crusade for 'sing and whistle music' stems from our personal conviction that radio listeners of all ages want good music." • • •



There's the look of success in Forest City, North Carolina, and new station WAGY wears it. RCA Thesaurus figures in this success story. WAGY manager, Don H. Lovelace, gives us this report:

"We're a new station in a two-station market . . . in first year sold 'SHOP AT THE STORE WITH THE MIKE ON THE DOOR,' adding $13,000 to our gross . . . competitive radio is made easy with Thesaurus."

How are competitive conditions in your town? RCA Thesaurus may be just the thing for your station. Write for all the details today!

RCA THESAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

Before you buy any radio time in Charlotte . . .
Check these two reports



(NSI Nov.-Dec. '58 and Apr.-May '59)

. . . you'll discover why scores of national and regional advertisers have followed the trend to WIST!

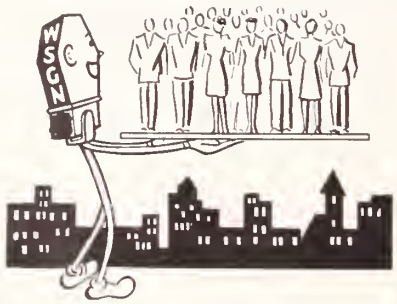
Seeing is believing. Take a look — see for yourself!

Your PGW Colonel will be glad to show you copies

they'll tell you why . . .

WIST is the best radio buy in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION



WSGN *carries the audience in Birmingham*

THE PULSE — October Mon. - Sat. 6 am - 6 pm

National Representative:
Venard, Rintoul & McConnell, Inc.
Southern Representative:
James S. Ayers Company

WSGN 6

radio research

Does the Base of Radio Research Need Broadening?

Calling the ratings yardstick employed in radio as "far superior" to that used by any other medium, Dr. Sydney Roslow, director of The Pulse Inc., New York, stated that there is now a need for "an extension of the present yardsticks."

Most ratings are vertical, Dr. Roslow asserted, and do not always give as complete and accurate a picture as possible. "In the (vertical) ratings scale," he continued, "there is only one 'best.' Only one station or program is at the top. All others are below. In the absence of any other information, all buys will be made on this one program or station at the top."

Elaborating on the subject in an address before the Providence Advertising Club early this month, Dr. Roslow cautioned against denying or de-emphasizing the value of the rating. "While it is not the price tag for a program," he said, "it is the prime factor for first consideration. If the audience delivered by a given program or station is not of sufficient size, considering factors of broadcast cost and type of product, then no further concern is required.

"The present ratings yardstick," he pointed out, however, "is insufficient for the best efficiency in the buying or selling of broadcast time. New additional measures are needed to allow for more 'bests.' Each station, each program has bests. In an economy the size of ours, there must be products and advertisers who will find their 'bests' in a combination of yardsticks."

As an example of "new additional measures," Dr. Roslow offered an illustration of "horizontal" research. He described three programs in which Program A delivered a larger numerical audience than either B or C. If this was the only yardstick being used, then Program A would be the most logical buy. "Take the same three programs," Dr. Roslow said, "and assume another yardstick dealing with the age of housewives in the audience delivered. It is entirely possible that Program B has more housewives between the ages of 30 and 39 than Program A. Furthermore, the advertiser knows that his product is used most by housewives in this age bracket. Here then is the vertical and horizontal of adequate audience research."

Exploring new avenues of audience research a little more deeply, Dr. Roslow discussed two approaches to qualitative research which go "far beyond the original concept of ratings. One is the station or program image. The listener has in his mind a picture of the station or program. It possesses characteristics. It gives the listener certain satisfactions. Management may or may not know what the audience thinks about the station or program.

"The second approach," he described, "is the audience image. The station or program has appealed to certain people. The listener or viewer possesses characteristics. What are they? Does management know what the audience is like? These characteristics may be demographic, like age, sex, income status, family size, etc. They may be product characteristics, such as ownership or usage of products. These latter characteristics let us know where the market place is."

Focusing on the current attacks being made on ratings, specifically on the disagreement of various rating systems, Dr. Roslow pointed out that "since research methods do differ, one should not expect the results to agree." He also said that there might be some wisdom in using more than one research service. "Since no perfect measure of the audience is possible," he said, "even if a complete census were made, why not have the possibility of availing oneself of more than one measurement when the need is felt?" • • •

PEOPLE work–play–*LIVE* by RADIO!





WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PULLIN' or pitchin', farmers are businessmen who rely heavily on radio to keep them informed on up-to-the-minute weather and market conditions. They and their families get even *more* from radio than *you* do.

But it's important to remember that there are even vaster differences in farm-audience preferences than in city audiences. It takes a *believable* station—free of pitchmen and gimmicks—to make your message stick.

WHO Radio is believable. It is also *aggressive, alert, alive*—the great favorite of listeners throughout "Iowa Plus," America's 14th largest radio market.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio will sell your customers more often, more economically, more completely. Ask PGW for the details on WHO Radio for "Iowa Plus"!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

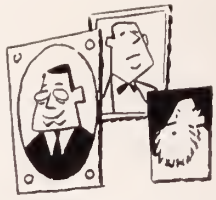
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Gerald P. Deppe, formerly account exec., named v.p. and gen. mgr. of St. Louis office Storm Advertising.

Robert R. Burton, formerly senior v.p., account management, elected board of directors, Kenyon & Eckhardt Inc., New York. **Victor Armstrong,** formerly v.p. and account exec., named senior v.p., account management. **Thomas C. Dillon,** formerly treasurer, named exec. v.p., BBDO Inc., New York.

Theodore J. Grunewald, formerly v.p., elected senior v.p., Hicks & Greist Inc., New York.

Gene M. Lightfoot, formerly account exec., Fuller & Smith & Ross, Inc., Cleveland, named account exec., Lennen & Newell Inc., New York.

Robert W. Robb, formerly senior v.p. and asst. to the pres., named exec. v.p. and gen. mgr., Reach, McClinton & Co., New York.

Robert Ellis, formerly account exec., Kenyon & Eckhardt Inc., Detroit, named v.p.

STATIONS

George Chernault Jr., formerly asst. mgr. of operations, WSLS-AM-FM Roanoke, Va., takes over complete management.

Michael Ruppe Jr., formerly circulation director, KWK St. Louis, named promotion director, WIL.

Bob Austin named assistant to station mgr., KCBQ San Diego. **James Butler,** formerly mgr., WEMP Milwaukee, named v.p.

Thomas S. Carr, formerly station mgr., elected v.p., WBAL Baltimore.

Charles S. Gerber, formerly account exec., WVNJ Newark, N. J., named mgr. WAQE-AM-FM Towson, Md.

Carlos Rivas, formerly radio-tv director, Hawaiian Sugar Planters Assoc., Honolulu, named station mgr., KGMB Honolulu and KHBC Hilo.

John J. Revisore, formerly account exec., Aubrey Williams Advertising Inc., New Orleans, named station mgr., WYLD.

Gundla Johnson, formerly sales assistant, KDKA Pittsburgh, named sales service director.

Richard A. Leader named gen. sales mgr., KWIZ Santa Ana, Calif.

Larry Monroe, formerly program director, KXOK St. Louis, named station mgr. and program director, KIOA Des Moines.

Paul E. Moore, formerly account exec., KING-TV Seattle, named local sales manager KING-AM.

Norman Reed, formerly head of program activities, WWDC Washington, D. C., named v.p. in charge of public relations.

Tom Shanahan, formerly program director, named station mgr., WEMP Milwaukee.

Alfred E. Spokes, formerly v.p. and gen. mgr., WEAV Plattsburgh, N. Y., named gen. mgr. WCAX Burlington, Vt.

Herman Levin, formerly food broker, has joined sales staff of WITH Baltimore.

Frank S. Craig, formerly v.p. of Coppertone Corp., named national sales mgr. WINZ Miami.

REPRESENTATIVES

Martin F. Beck, formerly salesman, Katz Agency Inc., New York, appointed asst. radio sales mgr. **Ken Klein,** formerly ad and promotion director, WNEW New York, named public relations director, Katz Agency.

John J. Del Greco, formerly timebuyer at Lennen & Newell Inc., New York, joins Venard, Rintoul & McConnell Inc., as account exec.

John A. King, formerly sales staff, Bolling Co., New York, elevated to mgr., Los Angeles office.

John T. King, radio account exec., Peters, Griffin, Woodward Inc., New York, placed in charge of new Boston office.

James P. Smith, formerly administrative asst., Adam Young Inc., New York, named eastern sales mgr.

Frank Woodruff, formerly promotion and research director, Peters, Griffin, Woodward Inc., New York, named research and promotion head for Daren F. McGavren Co.

Craig Jennings, former CBS Radio Pacific Network sales service mgr., named account exec., Detroit office, CBS Radio Spot Sales.

NETWORKS

George M. Perkins, formerly manager WROW Albany, named director of CBS Radio network programs, New York.

James A. Stabile, NBC v.p., has been named v.p. in charge of new standards and practices dept.

Peter J. Brandon, formerly with a brokerage firm, has rejoined MBS, after 10-year absence, as member of station relations staff. **Harold M. Wagner,** former MBS v.p., has rejoined network as mgr. of station services.

Robert G. Hinds, formerly with KALI Los Angeles, joins ABC Radio Pacific Coast Network as account exec.


Ruppe


Grunewald


Ellis


Smith


Beck


Butler


Perkins


Chernault



WeeReBeL, *Columbus, Ga., and Jackie Moore, time buyer, BBD&O, Inc., New York, reveal a few secrets.*



Have you heard what the WeeReBeL said to BBD&O?

"Over a million people can watch WRBL-TV"

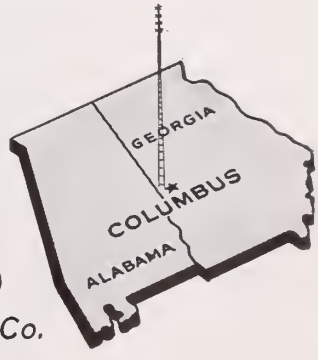
Over a million people can watch us in the 47-county area served by WRBL-TV; and the only way you can reach them all on TV is with WRBL-TV. Metropolitan Columbus has the highest family income in Georgia and 25th highest in the nation. Columbus belongs on every Southern schedule. WRBL Radio programs to the adult audience with top buying power in Columbus. Call HOLLINGBERY for choice availabilities in Georgia's second market.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

a COLUMBUS, GA. abc CBS

Represented by George P. Hollingbery Co.



EDITORIAL



. . . direct impact

RISE IN NEGRO RADIO

The "direct media impact" of Negro radio is a strong selling force, says Tom Sims, specialist on ethnic groups in the marketing department of BBDO Inc., New York.

This reasoning is at the core of the increases in business Negro radio has experienced this past year (see *Negro Radio Zeroes in on National Business*, p. 24).

Implicit in the "direct media" approach are the values of the "personal sell." There is nothing quite as strong as having a Negro audience appealed to by someone who is talking in the same idiom, Mr. Sims feels.

And in comparing the assets of Negro radio with those of other Negro media, he sees two main radio advantages: Repitition for the commercial message, and the use of well-known personalities.

HOW BUSINESS HAS INCREASED

Negro radio generally has seen increases in volume this past year, from part-time Negro stations to fulltime operations.

For example, according to a U. S. RADIO survey, the average station that programs 100 percent of the time to the Negro audience has 71.25 percent of its commercial time sold this year, compared with 64.19 percent a year ago.

Similarly, the number of national accounts for the average fulltime station has jumped from 26 to 31. (This survey includes stations that range from those with small amounts of commercial time sold and no national accounts, to those with most of their available commercial time sold and above average number of national clients.)

Like most radio, of course, the bulk of Negro radio business is local. And here is where the big job lies for such stations. National agencies have shown interest in this specialized medium, but increased expenditures in the future will depend on filling in the void in independent research on the market and the medium.

If this is done, the "direct media impact" of Negro radio is certain to find increasing acceptance along Agency Row.

RESEARCH HORIZONS

In his recently stated views on research problems, Dr. Sydney Roslow, director of the Pulse Inc., helped set the future needs of radio research in sharp focus (see *Radio Research*, p. 68). Among Dr. Roslow's views are these:

"The present ratings yardstick is insufficient for the best efficiency in the buying or selling of broadcast time. New additional measures are needed to allow for 'bests.' Each station, each program has bests. In an economy the size of ours, there must be products and advertisers who will find their 'bests' in a combination of yardsticks."

Specifically, there are two avenues of audience research he calls attention to. One is the station or program image. "The listener has in his mind a picture of the station or program." The second approach is the audience image. "Does management know what the audience is like? These characteristics may be demographic, like age, sex, income status, family size, etc. . . (They) let us know where the market place is."

This latter point, particularly, seems to be worthy of consideration. Within radio's vastness is a market place for virtually any product. But first the market place must be defined.

in RADIO

you know where you're going with STORER

For example: IN PHILADELPHIA

1. WIBG reaches more families in all categories than any other station.
2. In Philadelphia families with children under 20 BUY MORE . . . EARN MORE . . . OWN MORE*
3. WIBG reaches more families with children under 20 than any other Philadelphia station.

** Pulse study of Philadelphia family radio characteristics.*

FOR A COPY
of this new depth study of Philadelphia write or call WIBG, Philadelphia, or see your Katz representative

Storer Broadcasting Company • National Sales Offices:
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WWVA
WHEELING
Only full-time CBS network station in Pittsburgh-Wheeling area. 50,000 watts • Call BLAIR.

•

WJW
CLEVELAND
NBC network. Tops in local Personalities, News and Music. Call KATZ

•

WJBK
DETROIT
WJBK-RADIO *is* Detroit. First from noon until midnight. Call KATZ

•

KPOP
LOS ANGELES
Covers nation's 2nd market. Call PETERS, GRIFFIN, WOODWARD

•

WGBS
MIAMI
50,000 watts—CBS Covering *ALL* of South Florida. Call KATZ

•

WIBG
PHILADELPHIA
50,000 watt station. First in all surveys. Call KATZ

•

WPSD
TOLEDO
It takes only one to reach *ALL* Toledo. First by far. NBC • Call KATZ

"No, Adam, no problems...

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